



## EXHIBITOR TERMS AND CONDITIONS

### BOOTH CLEANING & PORTER SERVICE

Freeman has been selected by Exhibit Management to serve as the official contractor for this show. In that respect, Freeman has jurisdiction over all booth cleaning and porter service. Exhibitors and/or exhibitor designated contractors (EDCs) are NOT PERMITTED to have vacuum cleaners or any floor cleaning equipment on the show floor unless it is the property of Freeman and is operated by a Freeman-appointed person or employee. For your convenience, a booth cleaning & porter service order form has been included in the service manual.

### BOOTH SELECTION ELIGIBILITY

Exhibitors must be in good financial standing with the Heart Rhythm Society (HRS) to be eligible to apply and contract for any space at the 2027 Event or future HRS events. This includes full payment of prior event balances and any other outstanding obligations owed to the Society. No booth space will be offered to Exhibitors with unpaid balances. HRS reserves the right to apply any booth payments to outstanding invoices.

### CANCELLATION/ REDUCTION POLICY

- Notification of an exhibitor's decision to cancel or reduce booth space must be submitted in writing to [Exhibit Management](#). Reductions in booth space are considered the same as cancellations. If an exhibitor cancels space **on/or before January 27, 2027**, HRS will retain or collect 50 percent of the total contractual obligation. If space is canceled **after January 27, 2027**, the exhibiting company will be required to pay 100 percent of the total contractual obligation.
- If an exhibitor reduces contracted booth space, the unused booths will be regarded as canceled, and the above fee schedule will be applied to the exhibitor for such portion of the space.
- Failure to pay any invoice issued under the signed contract constitutes a breach of contract. The Exhibitor remains financially responsible for the exhibit space purchased as per the terms of the Cancellation/Reduction Policy. If payment is not made per the Payment Policy/Schedule, HRS may cancel the contract, resell the space, and collect all amounts owed under the Cancellation/Reduction Policy. All payments of prior event balances and any other outstanding obligations owed to HRS, including cancellation/reduction fees, must be paid in full to be eligible to apply and contract for any space at the 2027 Event or future HRS events. HRS reserves the right to apply any booth payment toward outstanding debts.

### PAYMENT POLICY/SCHEDULE

#### Priority Point Application Window Payment Policy/Schedule for Exhibit Space:

Exhibitors who are eligible for priority point selection of exhibit space have until **September 10, 2026**, to submit Application and Contract to be assigned according to the Exhibitor Priority Point Policy. After the Priority Point Application Window closes on **September 10, 2026**, assignments are made on a first-come, first-served basis.

**Standard Requirements:**

- A 50% deposit must be paid at time of signing Contract for all Applications submitted **on or before September 10, 2026**. Exhibitor is expected to pay required deposit as outlined above at time of application submission using ACH or/a credit card.
- Applications submitted without payment will not be assigned until payment is received.

**Alternative Payment (Check/Special Account Processing Circumstances):**

- If you must pay by physical check or have a special account processing circumstance preventing immediate payment at time of application submission, payment must be made within 30 days of signing Application and Contract. Payment instructions will be included in the Exhibit Booth Confirmation email sent after the contract is executed.

**Penalty for Late Deposit:**

- If required deposit is not received within 30 days of signed Application and Contract, HRS reserves the right to release exhibit space being held and resell the space.

**Final Balance Due:**

- **Due Date:** The remaining balance is due in full **by January 27, 2027**.
- **Penalty for Late Final Payment:** If remaining balance is not received **on or before January 27, 2027**, HRS reserves the right to release the space being held and resell the space.

**Open Application Window (first-come, first-served) Payment Policy/Schedule for Exhibit Space****Standard Requirements:**

- A 50% deposit must be paid at time of signing Contract for all Applications submitted **on or before January 27, 2027**.
- After **January 27, 2027**, all applications must be accompanied by 100% of the total fee due.
- Exhibitor is expected to pay required deposit as outlined above at time of application submission using ACH or/a credit card.

**Applications submitted without payment will not be assigned until payment is received.**

**Alternative Payment (Check/Special Account Processing Circumstances):**

- If you must pay by physical check or have a special account processing circumstance preventing immediate payment at time of application submission, payment must be made within 30 days of signing Application and Contract. Payment instructions will be included in the Exhibit Booth Confirmation email sent after the contract is executed.
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**Final Balance Due:**

- **Due Date:** The remaining balance is due in full **by January 27, 2027**.
- **Penalty for Late Final Payment:** If remaining balance is not received **on or before January 27, 2027**, HRS reserves the right to release the space being held and resell the space.

**Failure to Make Payment:**

Failure to pay any invoice issued under the signed contract constitutes a breach of contract. The Exhibitor remains financially responsible for the exhibit space purchased as per the terms of the Cancellation/Reduction Policy. If payment is not made per the Payment Policy/Schedule, HRS may cancel the contract, resell the space, and collect all amounts owed under the Cancellation/Reduction Policy. All payments of prior event balances and any other outstanding obligations owed to HRS, including cancellation/reduction fees, must be paid in full to be eligible to apply and contract for any space at the 2027 Event or future HRS events. HRS reserves the right to apply any booth payment toward outstanding debts.

**EVENT CANCELLATION**

In the event that The Society cancels the in-person experience at Heart Rhythm 2027 for any reason, including but not limited to causes not reasonably within The Society's control, The Society, in its sole discretion, will determine the disposition of the funds paid by the Exhibitor. Such disposition may include, but is not limited to, forfeiture of the entire amount paid, a refund of all or part of the amount paid, or the crediting of some or all of the amount paid to a future Heart Rhythm annual meeting. In no event shall The Society's liability to the Exhibitor exceed the amount paid for exhibit space. The Society and Exhibit Management shall not be liable for any additional costs incurred by the Exhibitor, including but not limited to travel, shipping, or accommodation expenses.

The Society may terminate the Exhibitor's Contract and/or Heart Rhythm 2027, or any part thereof, when The Society, in its sole discretion, determines that (a) the premises in which Heart Rhythm 2027 is or is to be conducted has become unfit for occupancy, or (b) the holding of Heart Rhythm 2027 or The Society's performance under the Contract is substantially or materially prevented or interfered with by a cause or causes not reasonably within The Society's control. The Society is not responsible for delays, damages, losses, increased costs, or other unfavorable conditions that may arise because of such termination.

In the event of such termination, The Society may retain such portion of the Exhibitor's exhibit space fees as is necessary to compensate The Society for expenses incurred up to the time of termination or incident to such termination. The Exhibitor waives all claims for damages or recovery of payments made, except as determined by The Society in its sole discretion pursuant to the paragraph above.

For purposes of this section, "a cause or causes not reasonably within The Society's control" includes, but is not limited to: fire, casualty, flood, epidemic, pandemic, earthquake, explosion, accident, blockage, embargo, inclement weather, act or threat of terrorism, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure necessary labor, technical or personnel failure, lack of or impaired transportation facilities, inability to obtain or commandeer necessary supplies, equipment, or services, condemnation of requisite supplies or services, orders or restraints imposed by civil defense, military, or governmental authorities, acts of God, or any circumstances making The Society's performance impossible, illegal, or commercially impractical in its sole discretion.

**BOOTH CONSTRUCTION GUIDELINES**

Refer to the exhibitor service kit for updated or modified rules. The ceiling height in the exhibit hall of each venue may vary. View the facility website for detailed information.

- **Linear/Corner Booths** may not exceed 8' back wall height, including signage. No solid exhibit construction will be permitted to exceed 4' in height in the front 5' of the booth. Structures above 4' must begin at least 5' back from the aisle line. Company name, logo, and product information may appear up to the 8' height only.

- **Island Booth** structures must be approved by Exhibit Management. The height limitation for island structures is 16' from the floor. Photographs and/or schematics of the proposed island exhibit must be submitted for approval. **Booth schematics must clearly state the height of the exhibit and, if applicable, the dimensions of a raised floor. See 'Hanging Sign Heights below for limitations.** Portable spotlights attached to booths and/or to islands must be UL approved clamp on types with a porcelain base and metal guards. Clip-on types are not allowed. Spotlights may not exceed the height limitations outlined below.
- **Set-Back Rules (applies to all island sizes)**. Display components from the floor to 8' in height may NOT be closer than 1' from any external boundary of the exhibit space. Display components from 8' to 16' in height may extend to the edge of the exhibit space.

**Single Level Story Islands.** A 33 percent see-through effect and 33 percent accessibility from all four sides of the booth on the portion of the booth from floor to 8' minimum height is required to prevent blocking views of adjacent exhibits. A structure cannot run across the full length of any side of the booth that exceeds more than 33 percent see-through or accessibility from that side. The Heart Rhythm Society further understands that certain government and corporate regulations require products that are not approved in the United States to be displayed in enclosed/sheltered area(s) away from view of specific groups of attendees. These areas also are permitted; however, the structure is held to the same 33% see-through effect and 33 percent accessibility from all four sides of the booth as stated above.

**Two-Story Islands** are permissible providing a 33 percent see-through effect and 33 percent accessibility from all four sides of the booth on the portion of the booth from floor to 8' minimum height is required to prevent blocking views of adjacent exhibits. A structure cannot run across the full length of any side of the booth that exceeds more than 33 percent see-through or 33 percent accessibility from that side to prevent blocking the view of adjacent exhibits. Additionally, no more than 60 percent of the island booth space may be occupied by the two-story booth and the unit must be located in the center of the company's exhibit booth area. A complete detailed architectural plan must be submitted which includes certification of structural soundness. Exhibitor must submit two (2) drawings, one of which will be forwarded to the Convention Center/Fire Marshall and one to Exhibit Management. Following facility and Fire Marshall approval, final approval will be at the sole discretion of the Heart Rhythm Society. Two-story booths may not exceed a height of 16' from the floor.

**Hanging Sign Heights.** Island displays may not exceed 16' from the floor. Hanging signs or hanging banners suspended from the ceiling or floor supported must maintain a minimum of 2' clearance from 16' to 18' from the floor. The top of the banner may not be higher than 24' from the floor. The bottom of the banner may not be lower than 18' from the floor. The purpose of this rule is to allow a clear line of vision (2') between the highest allowable point of a display (16') and the lowest allowable bottom of a banner (18'). Additional structural support for hanging signs/apparatus is permitted from the island booth display but must be less than 3" in diameter/thickness.

**Multiple Booths Sharing a Common Aisle.** A company may reserve two or more island booths at Heart Rhythm 2027; however, these booths may not be located in such a manner that they are situated across from each other on a main, transecting aisle of the exhibit hall. Additionally, employees of an exhibiting company that reserves two or more island booths are required to remain in the confines of their respective exhibit spaces and are not permitted to block traffic in the intervening aisle. Peninsula booths will not be assigned.

**Spanning an Aisle.** Exhibit booths are NOT allowed to span an aisle by ceiling or floor covering.

**Columns and Clings** Exhibit booths secured adjacent to a column may choose to sponsor the column next to their booth. An exhibitor may have this opportunity if/when the full circumference of the column is within 1 foot to 4 feet of the exhibitor's secured booth location. Columns that are deemed 5 feet or more from an exhibitor's booth location may not have clings adhered to promoting a specific exhibitor, exhibitor product, etc., without purchasing a sponsorship opportunity.

**Exposed Unfinished Displays** Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. Exhibits will be inspected during the move-in and the service contractor, with the approval of Exhibit Management, will provide draping deemed necessary for exposed unfinished areas and submit the bill to the exhibitor.

**BOOTH CONSTRUCTION GUIDELINES WILL BE STRICTLY ENFORCED.**

**INSTALLATION AND DISMANTLING**

Select exhibitors may begin installation on Monday, May 10, and Tuesday, May 11, 2027, based on a targeted plan developed by Exhibit Management and Freeman. If you require additional set-up time, contact Exhibit Management as soon as possible. Registered exhibitors may enter the exhibit hall during installation and dismantle by showing their badges to the security guard stationed at the entrance. Installation and dismantle companies must obtain work passes for all personnel at the exhibitor registration desk.

In the interest of safety, only those individuals directly responsible for the installation and dismantle of the booth will be permitted in the exhibit area during move-in and move-out. Skilled labor will be available for hire during installation and dismantle. Exhibitors are urged to notify Freeman in advance of labor requirements. At Exhibit Management's discretion, any exhibit not in the process of being assembled by Thursday, May 13, 2027, will be installed at the exhibitor's expense.

**ALL EXHIBITS MUST BE FULLY ASSEMBLED BY 4:30 PM ON THURSDAY, MAY 13, 2027.**

Request for additional installation time before or after the specified installation hours must be made in writing to Exhibit Management 60 days prior to the publicized move-in date.

Due to fire regulations, no empty cartons, fiber cases, or literature may be stored in or behind booths. After move-in has been completed, label all empties. The service contractor will place all empty freight in storage until the end of the show.

**OFFICIAL CLOSING TIME OF THE EXHIBITION IS 11:01 AM, SUNDAY, May 16, 2027. NO PACKING OR DISMANTLING OF EXHIBIT MATERIAL WILL BE PERMITTED PRIOR TO THAT TIME.**

**Violators will be banned from exhibiting at future Heart Rhythm meetings.**

**INSTALLATION HOURS**

|                         |                  |                   |
|-------------------------|------------------|-------------------|
| Monday, May 10, 2027    | 1:00 PM- 4:30 PM | Targeted Move-In  |
| Tuesday, May 11, 2027   | 8:00 AM- 4:30 PM | Targeted Move-In  |
| Wednesday, May 12, 2027 | 8:00 AM- 4:30 PM |                   |
| Thursday, May 13, 2027  | 8:00 AM- 4:30 PM |                   |
| Friday, May 14, 2027    | 8:00 AM- 9:00 AM | Final Preparation |

**Permission for after-hours installation must be obtained from Exhibit Management.**

**DISMANTLING HOURS**

|                |                    |
|----------------|--------------------|
| Sunday, May 16 | 11:01 AM – 5:00 PM |
| Monday, May 17 | 8:00 AM – 5:00 PM  |

**Overtime rates apply to weekends and late/early hours.**

## **ACCESS TO EXHIBIT HALL**

All workers and exhibiting company personnel must wear Heart Rhythm 2027 badges or work passes during move-in and move-out. Within show dates, all personnel may enter and vacate the hall no more than 60 minutes prior to opening and after the closing of the hall each day. Access is prohibited after the daily show closing, unless explicit permission has otherwise been given.

### **These restrictions must be adhered to for the safety and well-being of all attendees:**

- Strollers are not permitted in session rooms, the exhibit hall, or poster hall area.
- Parents are required to always monitor their children and respect their fellow attendees by exiting a room if noise or behavior becomes an issue.
- Children (18 years of age and under) are not permitted in the exhibit or poster hall outside of open hours, especially during set-up and dismantle times.
- A room for nursing mothers will be available onsite.

## **OUTSTANDING BALANCES AND MOVE-IN RESTRICTIONS**

Exhibitors shall not be permitted to move into the exhibit hall or set up their booth until all outstanding balances owed to HRS and/or any authorized vendors affiliated with the event have been paid in full. This includes, but is not limited to, fees for booth space, sponsorships, advertising, utilities, labor, and equipment rentals. Exhibit Management reserves the right to deny access to the exhibit hall or withhold services until such obligations are satisfied.

## **AMERICANS WITH DISABILITIES ACT**

Exhibitors shall be fully responsible for complying with the Americans with Disabilities Act (ADA) regarding booth space, including, but not limited to, the wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend the Heart Rhythm Society; A. Fassano & Company; the Moscone Center; Freeman; and the members, officers, directors, agents, and employees of each of these entities against any claims, liabilities, losses, damages, and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA.

Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line at +1-800-514-0301.

## **CARDIAC CATHETERIZATION LABORATORIES AND MOBILE UNITS**

Contact Exhibit Management for guidelines if your exhibit includes a catheterization laboratory. To comply with booth visibility rules and regulations, mobile units will only be assigned perimeter space. To qualify for placement of mobile units, you must purchase exhibit space at least equal in size to the space that will be utilized by your mobile unit. Refer to the 'Vehicles on Static Display' under the convention center exhibitor policies in the exhibitor service kit.

## **BOOTH ACTIVITIES**

Any planned activity must maintain a professional atmosphere, and prior approval is required through Exhibit Management. Overt solicitation of registrants in the aisle by company personnel is prohibited. Attention-getting devices in the form of entertainment or amusement are strictly prohibited. In-Booth Presentations must adhere to Heart Rhythm event guidelines, may not be longer than 20 minutes, and may only be held during the specific dates and times listed in the event guidelines. If in-booth presentations or activities are using audio or visual equipment, noise levels must be kept at 65 decibels. Heart Rhythm Society reserves the right to reduce the audio level if attendees or exhibitors are negatively affected.

## **REGISTRATION & BADGING**

All individuals representing an exhibiting company must register through the official Heart Rhythm Society registration provider. Badges issued under an exhibiting company's booth must be assigned to a registered attendee with a valid ID, which must be available to present at check-in. Badges are non-transferable and may not be shared. Exhibiting company representatives must accurately disclose their identity and affiliation throughout the event. Any form of misrepresentation—such as falsifying credentials, affiliations, or roles, or concealing ties to a company—is strictly prohibited.

Event organizers reserve the right to verify identities and affiliations at any time. Individuals found to have misrepresented themselves may face disciplinary action, including removal from the event or future events.

### **PROMOTIONAL ACTIVITY/GIVEAWAYS**

Giveaways and drawings must be professional and reflect the objectives of Heart Rhythm 2027 and must follow the PhRMA, AdvaMed Code of Ethics, AMA, and Ethical MedTech guidelines.

Distribution of tote bags is permitted; tote bags should be no larger than 14" x 14". Distribution of promotional gummed stickers or labels is prohibited.

### **ELIGIBILITY**

The exhibits are an extension of the Heart Rhythm 2027 program. To be accepted, the products and services must be related to the cardiovascular/medical field or the physician's or allied professional's practice. After applications are received, all new exhibitors must be approved prior to assignment. We recommend that you do not make any arrangements for participation until you receive a notice of approval. The purpose of the Heart Rhythm 2027 Exhibit Program is to further the education of attendees by providing information, services, products, and industry trends that are pertinent to the attendees' professional interests.

### **FDA STATUS**

Exhibitors shall ensure the FDA status of all products in its exhibit is properly disclosed. It is the responsibility of each exhibitor to comply with FDA regulations. Contact the Regulatory Affairs Department with any questions on Food and Drug Administration guidelines at +1-888-463- 6332.

### **FIRE AND BUILDING/LIFE/SAFETY**

Volatile or flammable materials or any substances prohibited by city laws or insurance carriers are not permitted on the premises. No combustible decoration shall be used at any time. All packing containers, excelsior, and wrapping paper must be removed from the exhibit floor. All cloth decoration must be flameproof, and flammable material must be kept in safety containers.

Decorations may not include balloons, crepe paper, cellophane, confetti, cotton, cornstalks, leaves, evergreen boughs/trees, glitter, sheaves of grain, streamers, straw, paper, vines, etc. The exhibitor shall not, without prior written consent of facility management, operate any engine motor or machinery in the facility, or use oils, burning fluids, camphene, liquid oxygen, ethylene, propane, kerosene, naphtha, gasoline, heavier-than-air gases, or other flammable gases for either mechanical or other purpose, or any other agent other than gas or electricity for illuminating the facilities. Prior to the facility granting permission to operate any type of machinery powered by whatever type of fuel, all necessary permits must be obtained from the Fire Marshall. Due to fire regulations, no empty cartons may be stored in or behind booths.

### **FOOD AND BEVERAGE GUIDELINES**

All companies must adhere to the Food and Beverage guidelines outlined in the exhibitor service kit. The Alcohol Policy on the Exhibit Floor states that champagne/mimosas, no more than 4 oz per glass, may be served after 10:00 AM. Beer, wine, and liquor service may not start before noon.

### **GENERAL CONDUCT**

The purpose of the Heart Rhythm 2027 is to offer companies an opportunity to present information about products or services pertinent to the registrants' professional interests. The determination of the suitability of conduct of an exhibitor shall be made exclusively by Exhibit Management.

- **Attire - Booth Personnel:** The environment at medical conventions typically calls for business attire during show hours and exhibit personnel shall wear attire consistent with the decorum of the meeting.
- **Attire- In Booth Models:** If an exhibitor is planning to utilize the services of live models, prior written permission is required: contact Alicia Fresquez. The Heart Rhythm Society expects exhibitors to use prudent judgment when live models are used in an exhibit. Professional dignity and discretion should be observed at all times. Models are considered exhibitor-appointed contractors and must provide a Certificate of Insurance.

- **Enforcement Of Rules:** As a condition of exhibiting, each exhibitor agrees to adhere to all policies. If a company or one of its representatives is found to be in violation of a policy, they will be given a directive by Exhibit Management to stop the offending behavior or activity. If the violation continues, the company will be subject to a penalty applied progressively for each day the objectionable practice continues.

**Penalties shall be as follows:**

First violation results in the company accruing NO priority points for the year.

- Second violation results in the company losing ONE-HALF of its accrued priority points.
- Third violation results in the company losing ALL accrued priority points.

Continued violations, undesirable practices, or multiple infractions may incur the levying of more severe penalties without the requirement of progressing through each of the above successive steps. **Refer to the ‘Installation and Dismantling’ and ‘Photography/Video (Digital and Audio/Video Recording Devices)’ sections for additional penalties.**

- **Entering Another Exhibitor’s Booth:** Exhibiting company personnel should not enter another company’s booth space without invitation, nor should personnel block access to other booths.
- **Exhibit Staffing:** As a courtesy to the program registrants and other exhibitors, we require that booths be staffed at all times during the official exhibit hours. Each exhibiting company MUST have at least two people at the meeting to ensure that booths are never left unattended.
- **Solicitation:** Solicitation outside of officially contracted space is prohibited. Exhibitors may only conduct business activities and distribute circulars and advertising materials within their assigned booth(s) or with preapproval in their assigned sponsorship area, during their assigned date and time. The exhibitor shall not place any material on seats, or tables, or attach any material to walls, ceilings, or woodwork in the exhibit hall, convention center, or hotels. Exhibitors shall not leave any material in public spaces, including any session rooms, where such materials are explicitly prohibited, for distribution.

Within the exhibit hall, Exhibitors shall not solicit others and shall not accept solicitations from publishing companies to advertise in their publications.

For purposes of this Agreement, “suitcasing” is the practice of soliciting business in public spaces or in the booths of other Exhibitors by non-exhibiting companies. Suitcasing is prohibited. The Heart Rhythm Society shall take all reasonable and practical efforts to prevent suitcasing at Heart Rhythm meetings.

Exhibiting companies who do not abide by HRS’s solicitation rules will be penalized in accordance with the Enforcement of Rules as stated herein.

**Visual and Sound:** The exhibitor shall not, without prior written consent of the Heart Rhythm Society, display any special effects to draw registrants to their booth. These special visual effects may include but are not limited to balloons, streamers, and digital banners/lights. The operation of any sound device or equipment, electrical, or other mechanical apparatus should not interfere with other exhibitors. The use of such equipment must be approved by the Heart Rhythm Society, and the user must agree to discontinue its use if the sound level exceeds 65 decibels or is deemed objectionable by other exhibiting companies.

Attention-getting devices in the form of entertainment or amusement are strictly prohibited. Music licensing is the sole responsibility of the exhibiting company. The Heart Rhythm Society reserves the right to base all decisions on the best interests of all parties concerned. All decisions are final.

The Heart Rhythm Society has the full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules and regulations that may hereafter be adopted. Any issues not addressed in these rules & regulations.



## **HAZARDOUS MATERIALS**

Exhibitors assume responsibility and any liability for use, removal, or disposal of any materials considered to be hazardous waste material. The exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of hazardous waste. All costs incurred in the removal of hazardous waste from the exhibit facility will be the sole responsibility of the exhibitor. Hazardous materials within the Facility are restricted and subject to written approval by the facility Fire Marshall.

## **INSURANCE**

Insurance coverage is mandatory for Exhibitors and EAC's. Heart Rhythm Society, A. Fassano & Company, and Freeman do not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must agree to the **Exhibitor Certificate of Insurance Terms and Conditions** during the application process. Copies of additional insured endorsements, primary coverage endorsements, and complete policy copies must be furnished to Show Management upon request at any time leading up to or during the event. Certified copies of the Certificates of Insurance for both the Exhibitor and its EACs must be readily available within the booth space throughout the entire event, including move-in, show dates, and move-out.

Each non-official contractor or exhibitor who will self-install an exhibit must comply with the Exhibitor Certificate of Insurance Terms and Conditions with a current comprehensive public liability certificate of insurance with combined single limits of \$1 million bodily injury and property damage and/or \$1 million general aggregate with a \$1 million per occurrence limit, naming as additionally insured the Heart Rhythm Society; A. Fassano & Company; Moscone Center; Freeman; and the members, officers, directors, agents, and employees of each of these entities.

## **INTERPRETATION OF RULES**

The Heart Rhythm Society shall have full authority to interpret or amend rules, and its decision is final. All issues not addressed are subject to the decision of the Heart Rhythm Society. These rules and regulations have been formulated in the best interests of all exhibitors and the Heart Rhythm Society. Full cooperation will ensure a successful meeting for exhibitors and attendees. All decisions are final.

## **INSTALLING, EXHIBITING, AND DISMANTLING LABOR POLICY**

Exhibitor shall utilize proper authorized labor for material handling, exhibit installation services during move-in, exhibit operation services during open hours, and exhibit dismantling services during move-out according to the official policies/union agreements of HRS, Convention Center Management, Official General Service Contractor (GSC), other Official Contractors, and all applicable state and local laws. Refer to the exhibitor service kit for more information.

## **LIABILITY**

Each exhibitor agrees to indemnify, hold harmless and defend the Heart Rhythm Society; A. Fassano & Company; the Moscone Center; Freeman; and the members, officers, directors, agents, and employees of each of these entities from and against any and all liabilities, damages, actions, costs, losses, claims, and expenses (including attorneys' fees), including litigation commenced by or against the exhibitor, on account of personal injury, negligence, fault, or violation of law or ordinance, or from or out of the occupancy or use of the Facility by the exhibitor or its employees, agents, contractors, patrons, guests, exhibitors, invitees, or any other person entering the Facilities licensed with the implied or express permission of the exhibitor. Such indemnification by the exhibitor shall apply unless such damage or injury results from the sole negligence, gross negligence, or willful misconduct of the Heart Rhythm Society; A. Fassano & Company; Moscone Center; Freeman; or the members, officers, directors, agents, and employees of each of these entities. In addition, each exhibitor acknowledges that the entities outlined above do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

## **LIVE ANIMALS**

The use of live animals in medical demonstrations is strictly prohibited at the show. Exhibitors must submit their request, in writing, to include live animals in their exhibition booth. Approval is dependent on local regulations and Exhibit Management's review of the request.

## **NO SMOKING POLICY**

The Heart Rhythm Society strictly prohibits the use of tobacco products, and where legalized, cannabis products, in all areas of the convention center (including during installation and dismantling) and all hotel meeting rooms hosting Heart Rhythm Society events. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company comply with this policy. Smoking is prohibited in the convention center.

## **OBSTRUCTIONS**

Aisles and exits designated on the approved floor plans shall be kept clean, clear, and free of obstructions. Booth construction shall be fixed in position for the duration of the show. Easels, signage, chairs, etc., shall not be placed beyond the booth area into the aisles. Demonstrations in booths must be designed to take place and keep audiences within the existing booth space to allow free access to the aisles.

## **PHOTOGRAPHY/VIDEO (Digital and Audio/Video Recording Devices)**

Photographers, videographers, or any other individual using digital audio-visual recording and capture devices must be an approved Exhibiting Designated Contractor or employee of the company. Exhibiting companies are only authorized to use audio/video recording devices inside their own booth, or with prior approval in their purchased sponsored areas. It may be necessary for the company wishing to photograph or video its booth to hire a security guard to always accompany the film crew in the exhibit hall, including before and after show hours.

All photography/videography requests must be submitted to Heart Rhythm Society, via the form provided in the Exhibitor Resource Center. Any request that is outside exhibit hall hours, or outside of the perimeter of the exhibiting company's booth must receive explicit approval to take place.

A representative of one exhibiting company is not permitted to photograph or record another exhibitor's booth. Any illegal photographs or recordings will be deleted by Exhibit Management. Violation of this rule will result in the expulsion of the offending exhibitor from the exhibit hall and a loss of priority points by the exhibiting company.

## **PRIORITY POINT ACCRUAL**

Priority point accrual and space assignment order are based on the [Exhibitor Priority Point Policy](#).

## **PRIVACY POLICY**

By clicking 'Submit' on the Application and Contract, you are giving consent to the Heart Rhythm Society and A. Fassano & Company to provide you with tailored content and marketing messages related to Heart Rhythm 2027. Also, the main contact information noted on the contract will be shared with official vendors, including the GSC, Convention Center, Housing and Registration, and others.

## **INDUSTRY EVENTS**

All industry events, meetings, or other gatherings held over May 10-16, 2027, are subject to approval by the Heart Rhythm Society. The [Industry Education, Events & Meetings Guide](#) lays forth all guidelines that must be followed by all exhibiting companies and non-exhibiting companies that are in the medical and cardiovascular space or hosting meetings/events related to the medical and cardiovascular space. Any exhibitor that is found non-compliant will be subject to a minimum of lost priority points.

## **SECURITY**

Perimeter security guard service will be provided on an around-the-clock basis, beginning with the first day of move-in and continuing until the exhibit hall is vacated. However, the Heart Rhythm Society is not responsible for any loss or damage to exhibitor property. Exhibitors wishing to hire additional security may do so by submitting the form provided in the exhibitor service kit.

## **SELLING OF PRODUCTS AND SERVICES**

Consistent with this professional interest, order taking is permitted; however, selling is prohibited except by publishers within contracted exhibit space. Exhibitors are responsible for obtaining and submitting tax permit documents for applicable venues.

## **SIGNAGE**

Nothing shall be posted on, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the Exhibitor. The cost to repair any damage caused to the building as a result of the violation of this provision shall be paid by the offending party to the Convention Center. Refer to the Island Display Rules in the service kit for further guidelines.

## **SPONSORSHIP & ADVERTISING**

Exhibitors can enhance their presence through sponsorships. Only contracted exhibitors may purchase sponsorships. All sponsorship opportunities must be secured through the official supplier, A. Fassano & Company. The [Perimeter Advertising and Marketing Policy](#) outlines the rules governing all external advertising and promotional activities conducted by exhibitors within the vicinity of Heart Rhythm 2027.

**INTELLECTUAL PROPERTY, LOGO USAGE, AND MATERIAL REVIEW** Editorial Control: The Heart Rhythm Society retains the right to edit any provided text for grammatical or style consistency without approval from the Exhibiting Company.

- **Logo Use:** The use of the Heart Rhythm 2027 meeting logo is permissible on confirmed exhibitor's marketing materials that are directly advertising their own sponsorship or exhibition at the Heart Rhythm 2027 meeting. The logo will be provided through the Exhibitor Resource Portal and materials do not need approval by the Heart Rhythm Society. The use of the Heart Rhythm Society corporate logo is not permitted whatsoever.
- **Name Usage:** In certain instances, references to the Heart Rhythm Society and Heart Rhythm 2027 may be authorized for use in company promotional documents by requesting authorization from Exhibit Management. A sample of the proposed document MUST accompany this written request.