Arrhythmia Alliance

Heart Rhythm Congress 2018

7-10 October 2018

Organised by:

Arrhythmia Alliance

www.heartrhythmalliance.org

British Heart Rhythm Society

© Arrhythmia Alliance

UK Registered Charity No. 1107496
What do we do?

♥ We work with the public to increase awareness and education of arrhythmias.
♥ We produce factual publications written by experts in the field and endorsed by the Department of Health.
♥ We provide personalised support and advice to patients, carers and medical professionals via our helpline and online communications.
♥ We hold educational events for medical professionals and patients, both singly and combined.
♥ We work with the NHS, Department of Health and other health organisations to improve policy and best practice.
♥ We develop reports, surveys and evidence to show the scale of the problem and offer specific advice on reducing risk and reducing cost to the NHS. For example the White Paper “Screening for Atrial Fibrillation” co-authored by Trudie Lobban, CEO.
♥ We present our research at world renowned meetings such as Heart Rhythm Congress (HRC), European Society of Cardiology Congress, Europace and many more.

Why?

♥ 1 in 2 people will experience a loss of consciousness at some point in their life

♥ Almost three million people have an arrhythmia in the UK

♥ 1.5 million people in the UK have AF, 500,000 are not yet diagnosed

♥ Approximately 30% of adults and up to 40% of children diagnosed with epilepsy in the UK do not have the condition

♥ Every year in the UK, 100,000 people die from sudden cardiac arrest, more than lung cancer, breast cancer and AIDS combined

♥ Every 15 seconds, someone has an AF-related stroke
Dear colleagues

We are pleased to invite you to join us in Birmingham from the 7-10 October 2018 for the 13th Arrhythmia Alliance Heart Rhythm Congress.

We are very proud and privileged to organise such a well-established and well renowned event which is now recognised globally. We of course could not do this on our own and want to take this opportunity to thank everyone who has participated and/or contributed over the years.

Heart Rhythm Congress is organised by Arrhythmia Alliance in partnership with British Heart Rhythm Society and is a well-established event on the world congress calendar for the arrhythmia community. Over the past twelve years thousands of healthcare professionals from around the world have chosen this prestigious event to meet up at and share effective practice, show case innovation and learn about the latest developments in the management of arrhythmias.

As with previous congresses the most widely UK and internationally accredited experts have been appointed to prepare a high-quality programme to foster the exchange of scientific knowledge and research at the highest level for 2018.

The scientific programme for Heart Rhythm Congress 2018 will cover all the relevant aspects of arrhythmias, from detecting, protecting, correcting and perfecting the treatment of arrhythmia care globally.

As always Heart Rhythm Congress 2018 will kick off with Patients Day on the Sunday where renowned international and national experts will present their knowledge and experience with patients throughout the day. Patients, after all is why this meeting takes place – to improve the lives of all those suffering with or affected by arrhythmias and related conditions.

Unlike any other conference, Heart Rhythm Congress is still the only event to provide meetings and educational days dedicated to patients, carers, nurses, physiologists, primary care, NHS management and Commissioners, and heart rhythm specialists.

As always, we will celebrate with our annual Presidents dinner and Prestigious Arrhythmia Alliance Excellence in Practice Awards on the Monday evening that all attendees are invited to attend. This will be a celebration of the achievements of individuals and teams, and we will also be presenting the winners of the Young Investigators awards from the Abstract Submissions.

We look forward to welcoming you to Heart Rhythm Congress 2018.

Your sincerely

Dr Kim Rajappan
Programme Director

Trudie Lobban MBE,
Chair, Organising Committee

Organised by:

www.heartrhythmalliance.org

info@heartrhythmalliance.org

© Arrhythmia Alliance 2018
What and who is Heart Rhythm Congress (HRC)?

Providing education and training to promote diversity and improved technology for all involved in the treatment of arrhythmia patients.

Discussion, debate, diversity, innovation and review - HRC, the word in education in arrhythmias.

Organised by Arrhythmia Alliance in partnership with British Heart Rhythm Society (BHRS) the largest heart rhythm event in the UK, Heart Rhythm Congress (HRC) provides unrivalled opportunity for health care professionals interested in the management of arrhythmias to share effective practice, show case innovation, learn about latest developments and network with UK & international delegates.

With a trade exhibition running throughout, Heart Rhythm Congress focuses on improving patient’s outcomes by uniting all healthcare professionals.

*Please note we do not use an agency to organise HRC and the congress is promoted to our database hosting over 100,000 contacts*

Facts and figures, HRC2017

- 1309 congress delegates
- 138 guest faculty
- 47 exhibitors
- 52 sessions
- Over 120 hours of presentations

Why exhibit?

5 simple reasons...

- Current and potential customers in ONE location
- Opportunity to meet, network and build new partnerships
- Showcase new products
- Raise the profile and industry awareness of your company, products and services
- Gain greater knowledge of your market

Most importantly stands will be located in the registration foyer and the main exhibition, where poster displays, a simulator training area, catering points and an interactive area will also be found, giving exhibitors maximum access to delegates.
Who will I meet?
The 2017 delegate breakdown was as follows:

![Delegate Breakdown Chart]

- **General Practitioner**: 1%
- **Industry**: 20%
- **Other**: 14%
- **Nurse**: 7%
- **Trainee/Registrar**: 10%
- **Consultant**: 24%
- **Cardiac Physiologist**: 24%

“HRC provides a good opportunity for newcomers to start presenting”

“Our HRC2017 industry partners included:

- Abbott
- Acutus Medical
- AF Association
- AliveCor Ltd
- Ambu
- APC Cardiovascular
- Arrhythmia Alliance
- Atricure
- Audentes Therapeutics
- Bayer
- Baylis Medical
- BHRS
- Biosense Webster
- BIOTRONIK
- Boston Scientific
- Bristol Myers Squibb
- British Journal of Cardiac Nursing
- CardioFocus
- Cook Medical
- Crucial First Aid
- Daiichi Sankyo
- Dakotais
- Defibs Save Lives
- DOT Medical
- EBR Systems
- Express Diagnostics
- FIBRICHECK (Qompium NV)
- GE Healthcare
- iRhythm Technologies
- LindaCare
- LivaNova
- LumiraDx
- Medtronic
- Merit Medical
- Microlife Healthcare
- MyDiagnostick Medical
- Novacor
- PCM Scientific
- SMART Medical
- Spacelabs Healthcare
- Spectranetics
- STARS
- Superbin Solutions Ltd
- Technomed
- UKAS
- Zenicor

“98% of delegates positively rated the exhibition at HRC2017

“There was plenty of space between the exhibitors and a good mixture of pharmaceutical, device and charity stands”

“HRC provides a good opportunity for newcomers to start presenting”

“HRC provides a good opportunity for newcomers to start presenting”

“HRC provides a good opportunity for newcomers to start presenting”

“HRC provides a good opportunity for newcomers to start presenting”

“HRC provides a good opportunity for newcomers to start presenting”

“HRC provides a good opportunity for newcomers to start presenting”

“The ICC is a brilliant venue that is central within the UK. It is easily accessible with a good range of hotels within walking distance”

“As always, the sessions were very good, good speakers and relevant subject matters that can be applied to everyday practice”

“Who exhibits?”

“Who exhibits?”

“Who exhibits?”

“Who exhibits?”

“Who exhibits?”

“Who exhibits?”

“Who exhibits?”

“Who exhibits?”

“The ICC is a brilliant venue that is central within the UK. It is easily accessible with a good range of hotels within walking distance”

“As always, the sessions were very good, good speakers and relevant subject matters that can be applied to everyday practice”
## Stand Packages & Prices

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
<th>Details</th>
</tr>
</thead>
</table>
| **Platinum:** | **£36,775** | • 8m x 6m space only  
• Staff passes x 10  
• Delegate bag insert  
• Meeting room for 1 day*  
• If you would like to book a Tech Suite in the exhibition hall for 2 x days this will cost an extra £1,000. Spaces are limited* |
| **Gold:** | **£33,000** | • 6m x 6m/7m x 5m space only  
• Staff passes x 6  
• Delegate bag insert  
• Meeting room for 1 day*  
• If you would like to book a Tech Suite in the exhibition hall for 2 x days this will cost an extra £1,250. Spaces are limited* |
| **Silver:** | **£6,500** | • 3m x 3m shell scheme only  
• Staff passes x 3  
• Delegate bag insert |
| **Bronze:** | **£2,500** | • Table top only  
• Staff passes x 2 |

**Notes:**  
- Package prices include your company logo and profile being published on the HRC website and within the mobile app.  
- All package prices are subject to VAT at the current rate.  
- Staff passes grant access to congress sessions and include lunch.

*Meeting rooms and Tech Suites may be used to hold small staff meetings, meet privately with potential clients, provide product demonstrations or host hospitality events. Food and drink are permitted in these rooms/suites however they must be ordered through HRC. Educational sessions or similar activities are not permitted in these meeting rooms/suites.

**To book:** Applications will be handled on a first come, first served basis. Download the exhibition booking form [here](http://example.com) and submit the completed and signed form to [info@heartrhythmcongress.org.uk](mailto:info@heartrhythmcongress.org.uk). Terms and conditions apply.
Exhibition Hall Dates & Times

Sunday 7 October – 10:00-16:00

(Please note to exhibit at Patients Day it is an additional package to the above*)

Monday 8 October – 09:30-18:45
(Drinks Reception from 17:15-18:45 in the Exhibition Hall)

Tuesday 9 October – 08:00-18:15

Wednesday 10 October – 08:00-13:30
(For stands only in the registration foyer. The main exhibition will be closed on the Wednesday)

*If you would like to exhibit on Patients Day for £750 you get an exhibition table for displaying materials with complimentary passes for up to two attendees - see page 11.
Sponsorship, Advertisement & Promotional Opportunities

Do you want to raise your company profile, highlight key messages or promote your congress activities? Heart Rhythm Congress offers a wide range of sponsorship opportunities, which enable you to reach each and every delegate.

<table>
<thead>
<tr>
<th>Exclusive Sponsorship</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate Folders £3000*</td>
<td>Want greater visibility for your company's name, logo and message? Then take up this exclusive opportunity of sponsoring the delegate folders. These are distributed to all delegates and will be widely seen throughout the venue as delegates use them to store literature and meeting materials. N.B. The design must include the HRC logo.</td>
</tr>
<tr>
<td>Lanyards £500**</td>
<td>Ensure extensive exposure by adding your logo to the lanyards, which will be worn by all delegates throughout the congress.</td>
</tr>
<tr>
<td>Delegate Badges £500*</td>
<td>Add your company's logo on the delegate badges. All delegates are required to display their name badge at all times including entry to scientific sessions and the exhibition. Therefore this provides high visibility at eye-level for your company throughout the congress.</td>
</tr>
<tr>
<td>Notepads &amp; Pens £900**</td>
<td>Distributed in all of the delegate folders, this opportunity allows you to provide all delegates with a notepad and pen bearing your corporate logo.</td>
</tr>
<tr>
<td>Lunch Bags £500**</td>
<td>Boost your visibility by adding your company's logo to the lunch bags. Lunch is available to all delegates attending the congress. N.B. The design must include the HRC logo.</td>
</tr>
</tbody>
</table>

Key:
*Includes production, HRC to supply
** Sponsor to supply
***Includes production and rigging

www.heartrhythmalliance.org
@ info@heartrhythmalliance.org
© Arrhythmia Alliance 2018
## On-site Advertising

<table>
<thead>
<tr>
<th>Service</th>
<th>Price Details</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stair Signs</strong></td>
<td>£65 per step***</td>
<td>Stair graphics are available from the mall up to the HRC registration area. Individual messages can be displayed on each step or alternatively the stair graphics can reveal an image/logo over the 20 steps.</td>
</tr>
<tr>
<td><strong>External Door Graphics</strong></td>
<td>£80/£155 each***</td>
<td>Excellent opportunity to advertise your company’s name and logo on these temporary branded vinyl graphics, which can be applied to the inside and outside of the glass doors at both main entrances into The ICC. Full pane (975mm x 2180mm) £155 per pane Strip (975mm x 300mm) £80 per strip</td>
</tr>
<tr>
<td><strong>Directional Banners</strong></td>
<td>£90-200*** (by location)</td>
<td>One of the key elements to an event is suitable signage. Your brand will not be missed if added to these directional hall banners. Located at five main points throughout the venue.</td>
</tr>
<tr>
<td><strong>Gobos</strong></td>
<td>£300 each***</td>
<td>A unique opportunity to further promote your brand or product within the exhibition hall – using a template, custom made to your design, your logo can be projected on to one of the 8 sails sitting above the exhibition hall. N.B. Maximum of 8 spaces available. (For all Gobo designs purchased prior to HRC2018, the cost to display is £150 per sail.)</td>
</tr>
<tr>
<td><strong>Media Wall</strong></td>
<td>From £315-900 (by size &amp; duration)</td>
<td>Ideally placed to capture the footfall of an event, the media wall consisting of 18 x 55” Samsung Full HD LCD display screens measuring approximately 2m x 7.25m, sits directly above the registration foyer. Whether you’re coming up from the The ICC mall or across The Hyatt bridge link; this signage platform cannot be missed.</td>
</tr>
<tr>
<td><strong>Gallery Banners</strong></td>
<td>£750 each***</td>
<td>Grab the attention of delegates by adding a gallery banner that overlooks the main exhibition. Maximum of 6 spaces available (8m x 2m).</td>
</tr>
</tbody>
</table>
## On-site Advertising

### Registration Desk Headers
£855

Where better to promote a new product or your corporate message than in the registration area? Opportunity to brand the headers for all 8 registration desks.

### Information Screens
£3000
(all screens for 3 days)

Promote your message all day by taking advantage of the 10 plasma screens available to hire within the conference venue. Ideally placed outside the HRC meeting rooms and exhibition hall, these screens give maximum exposure.

### Mall Monoliths
£500
(per slide for 3 days, on two screens)

Ideally placed to capture the heavy footfall that passes through The ICC mall daily, these large electronic monolith screens are ideal to promote your services.

### Mall Banners
£1000***
(per pair)

Lining the busy mall of The ICC, which is open to the general public these mall banners provide great exposure for promoting your company name, product and logo. Each mall banner site consists of a pair of single sided PVC banners (1200mm x 8000mm) rigged back to back.

### 7x7m Mall Banner
£7000***

This prominent double-sided banner suspended in the main mall is guaranteed to catch every delegate’s eye.

## E-reach

### Personalised Email Advertisement
£400 per email
(Max 4 slots available)

A fantastic opportunity to highlight to delegates your company’s presence and plans before they arrive at HRC. Sent electronically to all HRC delegates and medical recipients on the Arrhythmia Alliance database, this could highlight what to expect from your exhibition stand, syndicate room or symposium.

### Mobile App Advert
£500 each**

With the majority of delegates now using only the mobile app to navigate the conference, a rotating banner advert on this year’s Heart Rhythm Congress Mobile App is an ideal opportunity to reach delegates.
Exhibit at Patients Day

Showcase your products and services to arrhythmia patients and their carers

For just £750* you will receive:
♥ An exhibition table for displaying materials
♥ Two complimentary passes
♥ Access to over 300 arrhythmia patients/carers

Patients Day will be taking place on Sunday 7 October at The International Convention Centre (ICC), Birmingham UK. Patients, carers and their families enjoy coming for the day where they can meet other families in similar situations to themselves, listen to top medical professionals about their conditions and ask any questions they may have in a comfortable environment. *Price is subject to VAT at the current rate.

Arrhythmia Alliance Patients Day - View agenda here
The Arrhythmia Alliance Patients Day will this year focus on living with CPVT and what treatment is available, cardiomyopathy, CBT and how it can help, deactivation and palliative care with ICDs, heart failure, and palpitations and when to seek medical attention or intervention.

AF Association Patients Day - View agenda here
The AF Association Patients Day will this year focus on weight, exercise and AF, driving and DVLA guidelines, medical interactions, what is the difference between AF and Atrial Flutter, CHA2DS2VASc and CBT and how it can help.

STARS Patients Day - View agenda here
The PoTS session will this year focus on current treatment options, exercise and rehabilitation and sleep disturbances. The Syncope & RAS session will this year focus on new wearable or portable devices and syncope and heart block.

To book: Applications will be handled on a first come, first served basis. Download the exhibition booking form here and submit the completed and signed form to info@heartrhythmcongress.org.uk. Terms and conditions apply.
Other Information

President’s Dinner
The Heart Rhythm Congress President’s Dinner and Awards will take place on Monday 8 October 2018 in Halls 3&4 from 17:15hrs.
Please note that due to this dinner, industry have agreed not to organise any social functions.

Accommodation
For HRC2018 we have an official booking agent, Brief2Event Solutions who can deal with all of your accommodation needs. Rooms have been reserved at local hotels at a set rate for the congress and a list of these hotels as well as instructions for booking can be found here.

Delegate Registration
If you need to register a group of delegates for Heart Rhythm Congress (this does not include exhibition staff), a spreadsheet for group registrations can be downloaded here. Or alternatively contact info@heartrhythmcongress.org.uk / 01789 867523.

Meeting Rooms
During HRC we will have a number of meetings rooms available, which can be let out to industry, affiliated groups and societies for small and informal meetings; these meetings should be invitation only and not open to congress delegates. Room hire rate for a day varies between £360-720 depending on your room capacity requirements. Catering and technical options are available.

For further information please contact info@heartrhythmcongress.org.uk / 01789 867523.
Registration opens in May 2018

Heart
Rhythm
Congress

7-10 October 2018
International Convention Centre (ICC), Birmingham UK

www.heartrhythmcongress.org
@ info@heartrhythmcongress.org

Organised by:

Arrhythmia Alliance

www.heartrhythmalliance.org

@ info@heartrhythmalliance.org
© Arrhythmia Alliance 2018
In 1993, Trudie Lobban established STARS (Syncope Trust And Reflex anoxic Seizures) following a long struggle to obtain an accurate diagnosis and ongoing support for her young daughter Francesca, who had RAS (reflex anoxic seizures). Since then STARS has grown exponentially, reaching internationally, providing information and guidance for adults and children experiencing unexplained loss of consciousness.

Trudie recognised that this knowledge gap was not only for her daughter’s condition, but for all arrhythmias, and so with world renowned arrhythmia expert Prof John Camm, founded umbrella charity Arrhythmia Alliance (A-A). Our vision is that every person affected by an arrhythmia will receive information, support and rapid access to appropriate treatment.

AF Association was formed in 2007 in response to overwhelming requests from medical and patient stakeholders seeking medically approved, informed and up to date information on atrial fibrillation (AF) and atrial flutter (Afl). AF Association is the UK’s only charity dedicated to supporting those affected by, or involved in, the care of AF.

www.heartrhythmalliance.org holds 61 international websites.

Our resources have been translated in over 15 languages.

Find us on Facebook, Twitter & HealthUnlocked.

Our resources are written by experts in the field and endorsed by the Department of Health.

Our helpline receives in excess of 200 calls every week.

© Arrhythmia Alliance 2018
When Arrhythmia Alliance (A-A) was formed, the word ‘arrhythmia’ was mentioned only once in the National Service Framework for heart disease. Following a successful lobbying campaign by A-A, a whole chapter on Arrhythmias and Sudden Cardiac Death was included.

We are recognised as a national and international central information point for reliable factual information, with our information resources available 24/7 via our website in a variety of languages. We also have dedicated sites for Medical Professionals including Heart Rhythm Specialists, Heart of AF and Heart of Syncope.

Arrhythmia Alliance Heart Rhythm Congress is the UK’s largest annual arrhythmia specialist event, offering an unrivalled opportunity for healthcare professionals, commissioners and service providers with an interest in the management of arrhythmias to network and share knowledge, experience and innovation. Our annual Patients Day as part of Heart Rhythm Congress offers a unique opportunity for patients and care-givers to share similar experiences with other sufferers, and with experts in the field.

Our annual Arrhythmia Alliance World Heart Rhythm Week in June encourages supporters old and new to raise awareness of arrhythmias by holding activities around the world. Our Know Your Pulse events are the first step for many in gaining diagnosis of a potentially life-threatening condition.

Similarly AF Association Global AF Aware Week in November focuses on our Detect, Protect, Correct & Perfect campaign, asking all of our supporters to spread the word about the most common arrhythmia; whether this is by simply sharing and displaying information, holding an AF Awareness activity, or fundraising and donating to the AF Association.

The All-Party Parliamentary Group on AF and All-Party Parliamentary Group on Arrhythmias continue to champion awareness of these conditions from within the heart of Westminster. The Groups work with a broad range of parliamentarians from across the political spectrum to highlight the issues from within parliament.

If you’d like more information on becoming involved in any/all of these activities please contact Trudie Lobban by emailing trudie@heartrhythmalliance.org
Dates for the Diary

Arrhythmia Alliance Cardiac Update Meetings
January - July 2018

Arrhythmia Alliance London Arrhythmia Summit
16 March 2018

Arrhythmia Alliance World Heart Rhythm Week
4-10 June 2018

Arrhythmia Alliance Parliamentary Event
6 June 2018

London Syncope Meeting
7 June 2018 (TBC)

Arrhythmia Alliance Heart Rhythm Congress - Patients Day
7 October 2018

Arrhythmia Alliance Heart Rhythm Congress
7-10 October 2018

AF Association Global AF Aware Week
19-25 November 2018

AF Association Parliamentary Event
21 November 2018