



Heart Rhythm Congress

EXHIBITOR BROCHURE

6 – 9 OCTOBER 2019

THE ICC, BIRMINGHAM

Arrhythmia Alliance

Working together to improve the diagnosis, treatment and quality of life for all those affected by arrhythmias.

Who are we?

Arrhythmia Alliance is a coalition of charities, patient groups, patients, carers, medical groups and allied professionals. Although these groups remain independent, they work together under the Arrhythmia Alliance umbrella to promote timely and effective diagnosis and treatment of arrhythmias.

The charity works tirelessly to support innovation and advancements in heart rhythm care and extends far beyond the UK with a presence in more than forty countries across the globe.

Arrhythmia Alliance was launched in 2004 to raise awareness and highlight the deficiencies in the treatment and care of arrhythmia sufferers. The charity has established a respected relationship with government and the result is a significant and vital change in government policy.



The charity was fundamental in pushing through one of the most essential policy issues to affect cardiology and cardiac patients, resulting in the inclusion of a new chapter on Arrhythmias and Sudden Cardiac Death in the National Service Framework (NSF). Before lobbying began, the word 'arrhythmia' was mentioned only once in the NSF for Coronary Heart Disease; there were no guidelines dictating diagnosis, treatment or care for those with heart rhythm disorders relating to the 'electrics' of the heart. Arrhythmia Alliance is now influencing government with lobbying efforts to make pulse checks a standard procedure for all doctor appointment visits in the UK.

What do we do?

Arrhythmia Alliance provide support, advice and information to those affected by and those caring for someone with an arrhythmia via our Patient Services helpline. We also hold patient support groups around the country which offer local support through meetings.

Arrhythmia Alliance is recognised as a national and international central information point for reliable, factual information. Our website www.heartrhythmcongress.org holds a library of resources written by experts and endorsed by the Department of Health. We have 61 international websites which host our resources which have been translated into a variety of languages to support understanding around the world.

We also have dedicated sites for medical professionals including Heart Rhythm Specialists, Heart of AF and Heart of Syncope.

Arrhythmia Alliance Cardiac Update Meetings

Our Cardiac Update Meetings are for all healthcare professionals involved in the management and treatment of arrhythmias such as atrial fibrillation. These meetings provide a platform for education as well as sharing best practice and information on topics such as device and drug treatments, atrial fibrillation and syncope. In addition these meetings provide an opportunity to network locally with healthcare professionals in all areas of cardiac service provision, academic institutions and professional bodies.

Arrhythmia Alliance Heart Rhythm Congress

The UK's largest annual arrhythmia specialist event offers 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.

Arrhythmia Alliance Defibs Save Lives

Our 'Defibs Saves Lives' campaign was set up to place AEDs in towns, communities, schools and sports clubs. We offer a range of tailored fundraising support and information which includes training resources, media support and materials for fundraising and raising awareness.

Arrhythmia Alliance act as the secretariat for the **All Party Parliamentary Group on AF and All Party Parliamentary Group on Arrhythmias**. These groups continue to champion awareness of these conditions from within the heart of Westminster and work with a broad range of parliamentarians from across the political spectrum to highlight the issues from within Parliament.



Key events in 2019

AF Association Global AF Aware Week | 18 – 25 November

This awareness week focusses on our Detect, Protect, Correct & Perfect campaign which asks our supporters to spread the word about the most common arrhythmia by holding an AF Awareness event or by sharing and displaying information.

Key events in 2019

ARRHYTHMIA ALLIANCE CARDIAC UPDATE MEETINGS 2019

Through seventeen Cardiac Update Meetings across the UK we aim to continue our efforts from 2018 to increase the awareness of arrhythmias and their effects to primary, secondary and tertiary care.

TBC

Edinburgh

For more information, please email s.kempton@heartrhythmalliance.org



“We are delighted to invite you to take part in HRC2019 – 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.

ORGANISED BY ARRHYTHMIA ALLIANCE, HEART RHYTHM CONGRESS IS A WELL ESTABLISHED EVENT ON THE WORLD CONGRESS CALENDAR FOR THE ARRHYTHMIA COMMUNITY.

For thirteen years, thousands of healthcare professionals from around the world have chosen this prestigious event to meet at and share effective practice, showcase innovation and learn about the latest developments in the management of arrhythmias.

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 2019. The scientific programme for Heart Rhythm Congress 2019 will cover all the relevant aspects of arrhythmias, from detecting, protecting, correcting and perfecting the treatment of arrhythmia care globally. Heart Rhythm Congress 2019 will kick off with Patients Day on Sunday 6 October where renowned national and international experts will present and share their knowledge and experience with patients throughout the day.



Dr Kim Rajappan
Programme Director



Trudie Lobban MBE
Chair, Organising Committee

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. Our annual Presidents Dinner and prestigious Arrhythmia Alliance Excellence in Practice Awards will take place on the evening of Monday 7 October and all attendees are invited. This will be a celebration of the achievements of individuals and teams and we will also be presenting the winners of the Young Investigators award from the Abstracts submissions.

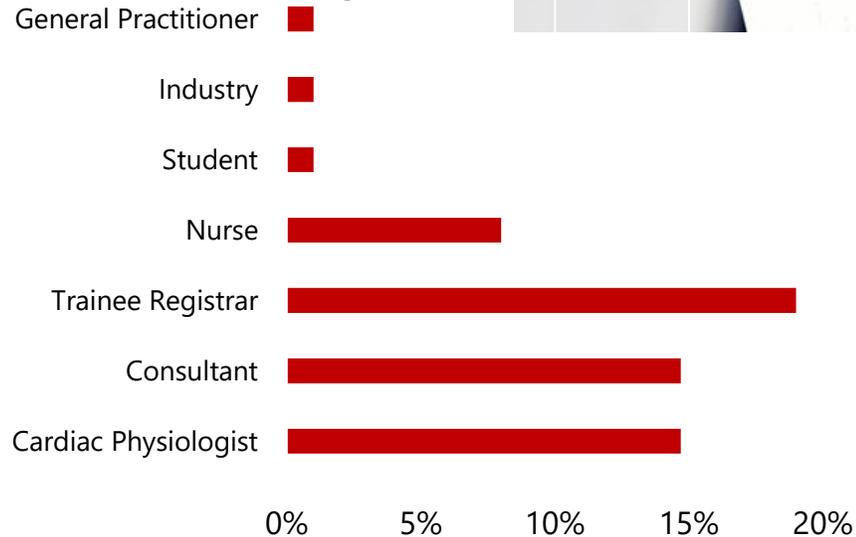
HEART RHYTHM CONGRESS

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



2018 Delegate Breakdown



3000 Congress delegates over four days



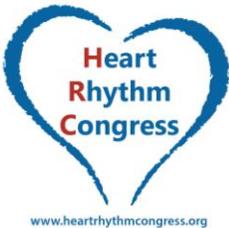
150 Internationally renowned faculty



50 exhibitors



50+ sessions



Why exhibit at HRC?

Showcase new products

Current & potential customers in one location

Gain brand exposure

Gain greater knowledge of your market

Opportunity to be a part of the largest arrhythmia event in the UK

Opportunity to network & build new partnerships



"THE VENUE IS CENTRAL, VERY EASY TO GET TO WITH A GOOD RANGE OF HOTELS WITHIN WALKING DISTANCE"

"EXCELLENT SPACE AS WELL AS FACILITIES"

"GREAT TO HAVE NEW GADGETS TO LOOK AT AND NEW INFORMATION"

"A GOOD RANGE OF STANDS WITH GOOD INDUSTRY INPUT"





EXHIBITION INFORMATION

Sunday 6 October	Patients Day 10.00 – 16.00 <i>Please note that exhibiting at Patients Day is an additional package of £750 + VAT</i>
Monday 7 October	09.30 – 18.45
Tuesday 8 October	08.00 – 16:30
Wednesday 9 October	08.00 – 15:45 <i>Please note: the main exhibition is closed on Wednesday – only stands in the registration foyer will be open</i>

Exhibitor Packages

	PLATINUM	GOLD	SILVER	PRIME BRONZE	BRONZE
Exhibitor Space	8m x 6m space only	6m x 6m space only	3m x 3m shell scheme	Table top stand in Registration Area	Table top stand in main exhibition hall
Staff Passes <i>(includes lunch and entry to scientific sessions)</i>	10	6	3	2	2
Meeting Room (one day)	✓	✓			
Tickets to President's Dinner & Awards ceremony (Monday evening)	10	8			
100 word company profile on HRC website and hyperlink to exhibitor website	✓				
50 word company profile on HRC website and hyperlink to exhibitor website		✓			
Logo on HRC website with hyperlink to exhibitor website	✓	✓	✓	✓	✓
Social media posts (content & images to be supplied by exhibitor)	6	4	2		
One delegate bag insert * These MUST be sent to Unit 6B, Essex House, Cromwell Business Park, Chipping Norton, OX7 5SR, UK By Friday 13th September – If your insert is received after this date it will not be used!	✓	✓	✓	✓	✓
	£36,775 + VAT	£33,000 + VAT	£7,500 + VAT	£3,500 + VAT	£2,500 + VAT

Tech suites are available to hire at a cost of £1000 + VAT for 2 days. These may be used to hold meetings, provide product demonstrations or host hospitality events. Food and drink must be ordered through HRC. Applications are on a first come, first served basis. Please note that spaces are limited.

Exhibitor Stands

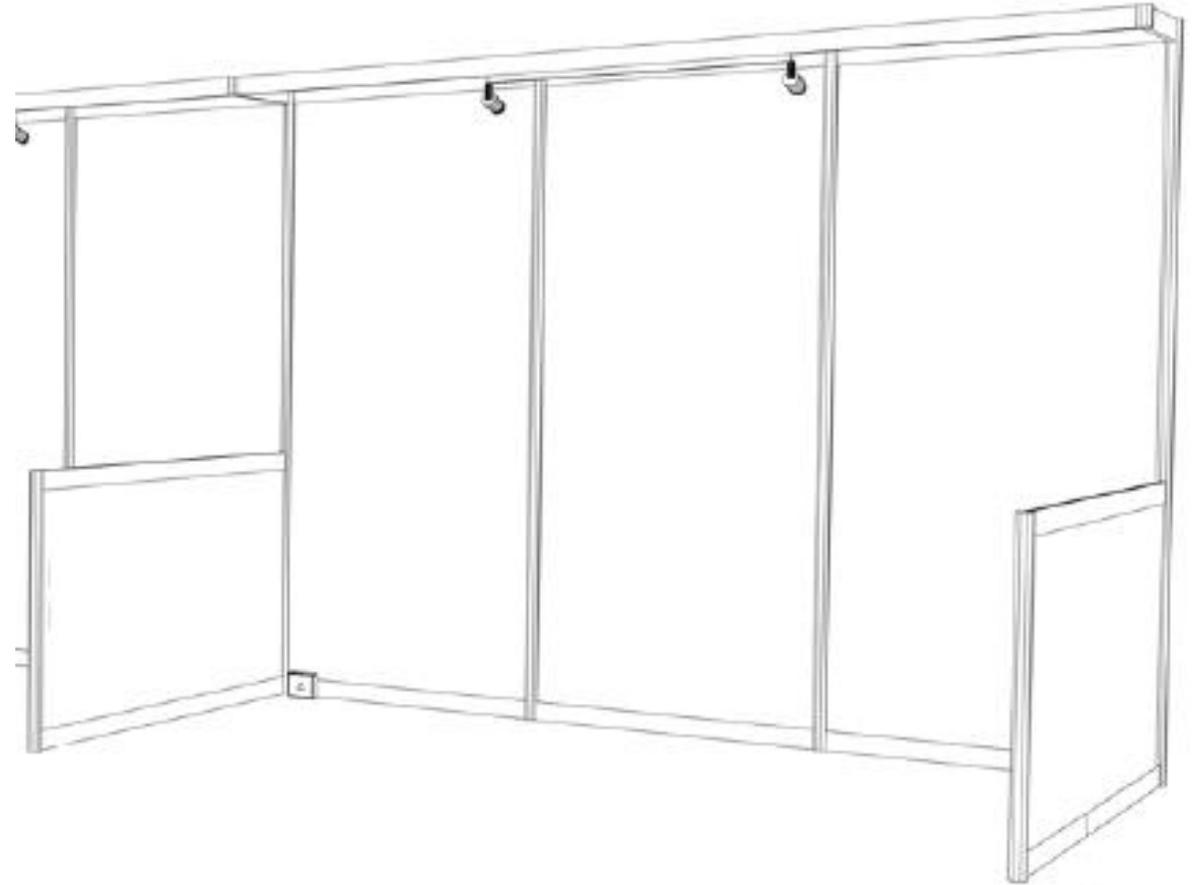
Platinum stands are SPACE ONLY – 8m x 6m

Gold stands are SPACE ONLY – 6m x 6m or 7m x 5m

Silver stands are SHELL SCHEME

- Corner stands (S1, S5, S6, S10 will have two 2.5m high walls and two open sides.
- There will be a 1m high dividing wall between other stands (see image)
- Graphics can be ordered if required.

Prime Bronze and Bronze stands are TABLE TOP



Patients Day



Showcase your products and services to arrhythmia patients and their carers.

Patients Day is a unique opportunity to bring patients, carers, healthcare professionals and industry together. Patients benefit from hearing from expert HCP's, interacting with others living with similar conditions and from better understanding the devices and technology to help them manage their condition.

Your contribution will provide a unique opportunity for patients to learn and be educated about their condition leading to an improved quality of life.

Patients Day Exhibition Package

- A table top stand in the Registration Area
- Two complimentary exhibitor passes
- Access to 300+ arrhythmia patients and carers

£750 + VAT

To book please email: becky@heartrhythmcongress.org.uk
Terms & conditions apply



On-Site Advertising

Raise your company profile, highlight key messages or promote your congress activities.
Reach each and every delegate with our sponsorship opportunities

Delegate Bags

Distributed to all delegates, sponsorship of the delegate bags will give your company greater visibility.

£500 + VAT
(Sponsor to supply)



Lanyards

Ensure extensive exposure by adding your logo to the lanyards, worn by all delegates.

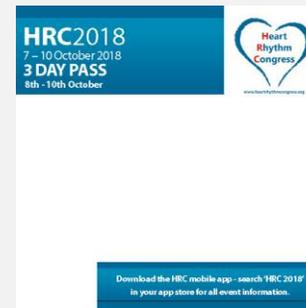
£500 + VAT
(sponsor to supply)



Delegate Badges

All delegates are required to display their name badge – take this opportunity to gain eye-level visibility.

£500 + VAT
(includes production, HRC to supply)



Notepads & Pens

Distributed in all delegate folders, provide delegates with a notepad and pen bearing your company logo

£900 + VAT
(sponsor to supply)

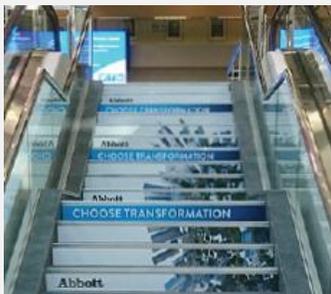


On-Site Advertising

Registration Stair Risers

Available from the mall up to registration. Display individual messages or reveal an image/logo over the 20 steps

£150 + VAT per step
(includes production and rigging)



External Door Graphics

Advertise your company on these vinyl graphics at both the main entrances into The ICC

Reserved



Media Wall

18 x 55" display screens are ideally placed to capture the footfall of an event.

£465 - £930 + VAT
per day
(depending on size)
(sponsor to supply artwork)



Registration Desk Fronts

Brand 8 registration desks and promote your corporate message or product

£850 + VAT



On-Site Advertising

Information Screens

Promote your message across 10 plasma screens ideally placed outside the HRC meeting rooms and exhibition hall.

£3000 + VAT
(all screens for 3 days)



Glass Balcony Graphics

Take advantage of the glass balconies to promote your brand

POA



Mall Banners

These banners line the busy mall. Each site consists of a pair of single sided PVC banners (1200mm x 8000mm) rigged back to back.

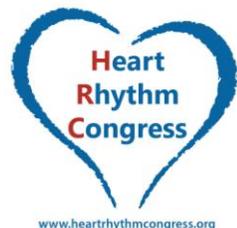
£1000 + VAT per pair
(includes production and rigging)



7m x 7m Mall Banner

This prominent double sided banner suspended in the mall is guaranteed to catch delegates attention.

£7000 + VAT
(includes production and rigging)



www.hearhythmcongress.org

E-reach

Personalised Email Advertisement

Take advantage of this opportunity to highlight your company's presence to delegates prior to HRC. Sent electronically to all delegates and medical recipients on the Arrhythmia Alliance database, this could highlight to delegates what they can expect from your exhibition stand, syndicate or symposium.

£400 + VAT per email
(maximum of 4 emails)

Mobile App Advert

With the majority of delegates now using only the mobile app to navigate the conference, a rotating banner advert on this years HRC mobile app is an ideal opportunity to extend your brand reach.

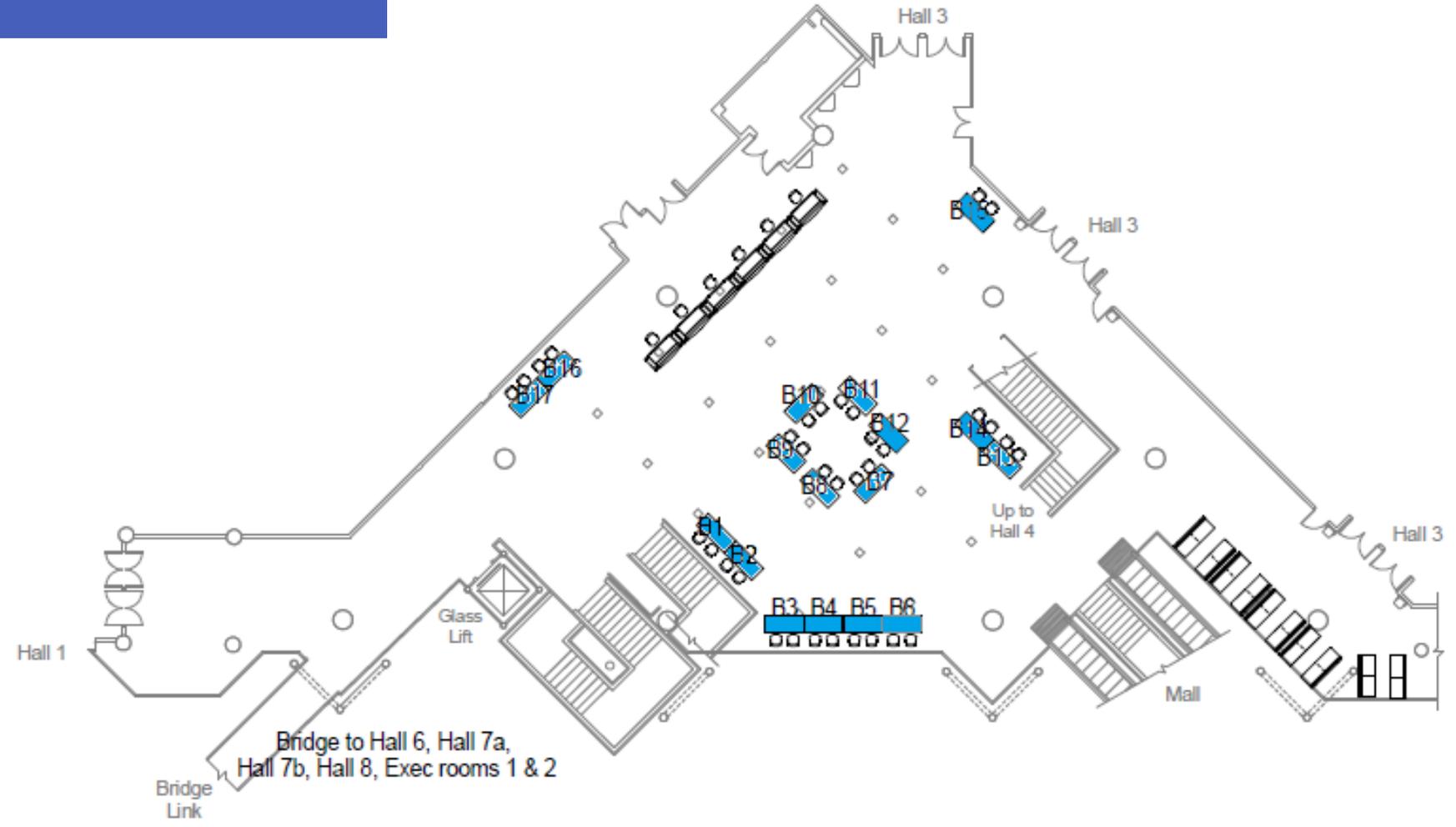
£500 + VAT each
(sponsor to supply)



Patients Day Floorplan

Sunday 6 October

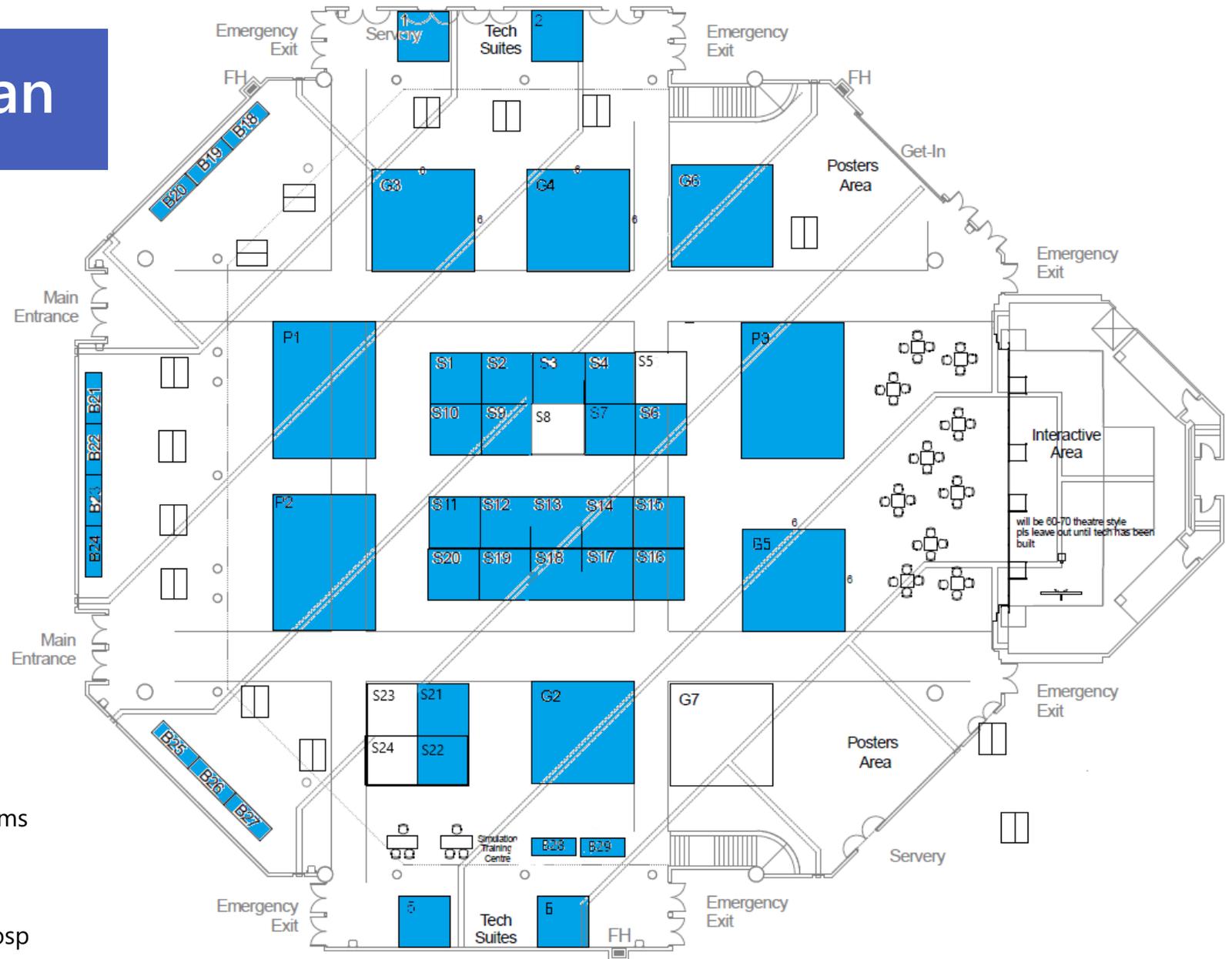
- B1 Bauerfeind
- B2 Milestone Pharmaceuticals
- B3 Medtronic
- B4 Crucial Support Ltd
- B5 SkyLabs
- B6 Reserved
- B7 AliveCor
- B8 Abbott
- B9 AF Association
- B10 Arrhythmia Alliance
- B11 STARS
- B12 Arbonne
- B13 Boston Scientific
- B14 iRhythm
- B15 TouchCARDIO
- B16 Guys & St Thomas' Hosp
- B17 Icentia



Exhibition Hall Floorplan

Monday 7 & Tuesday 8 October

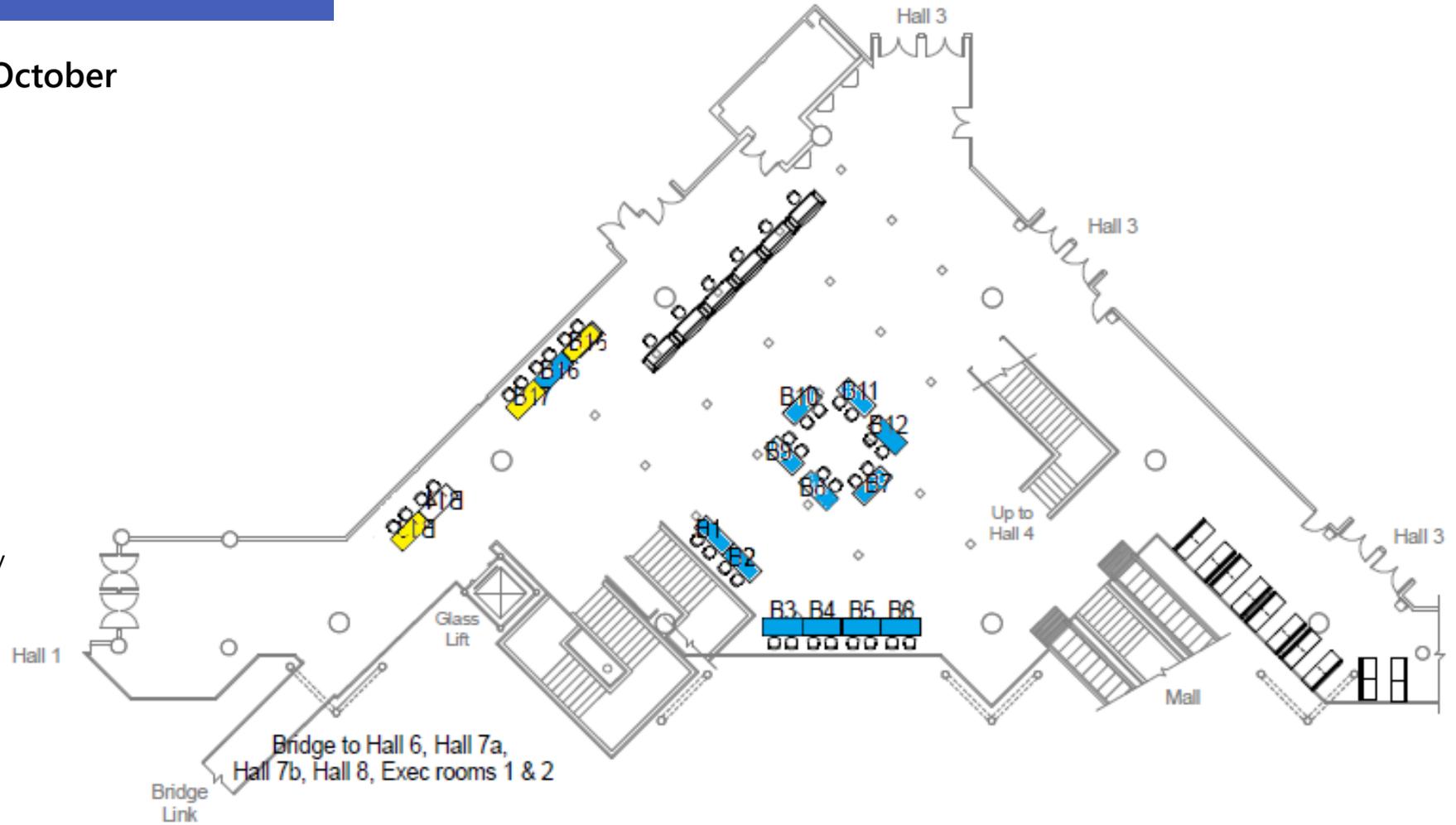
- | | | | |
|-----|-------------------|-----|-------------------------|
| P1 | Medtronic | S15 | EBR Systems |
| P2 | Abbott | S16 | EBR Systems |
| P3 | Boston Scientific | S17 | Cardioscan |
| G2 | Biosense Webster | S18 | Qardio |
| G3 | BMS Pfizer | S19 | Cascade Refining Inc. |
| G4 | MicroPort CRM | S20 | Spacelabs |
| G5 | Biotronik | S21 | GE Healthcare |
| G6 | Acutus | S22 | GE Healthcare |
| G7 | | S23 | |
| S1 | ECG On-Demand | S24 | |
| S2 | Philips | B18 | touchCARDIO |
| S3 | Fysicon | B19 | Pharmed UK |
| S4 | iRhythm | B20 | Icentia |
| S5 | | B21 | Express Diagnostics |
| S6 | Bayer | B22 | LindaCare |
| S7 | Renew HL (UK) LTD | B23 | Implicity |
| S8 | | B24 | Barts Health |
| S9 | AliveCor | B25 | Zenikor Medical Systems |
| S10 | Cook Medical | B26 | Cardiac Rhythm News |
| S11 | Spacelabs | B27 | Baylis Medical |
| S12 | SkyLabs | B28 | SMART Medical |
| S13 | Cortrium | B29 | Guys & St Thomas' Hosp |
| S14 | Kimal Plc | | |



Registration Area Floorplan

Monday 7 – Wednesday 9 October

- B1 APC Cardiovascular
- B2 APC Cardiovascular
- B3 MedShr
- B4 Cardiofocus
- B5 Dot Medical
- B6 Dot Medical
- B7 Medical Billing & Collection
- B8 Milestone Pharmaceuticals
- B9 AF Association
- B10 Arrhythmia Alliance
- B11 STARS
- B12 Arbonne
- B13 Boston Scientific *Wednesday Only
- B14
- B15
- B16 Abbott *Wednesday Only
- B17 Medtronic *Wednesday Only



Other Information

Heart Rhythm Congress President's Dinner and Awards

This will take place on Monday 7 October in Halls 3 & 4 from 17.15.

Please note that due to this dinner, industry have agreed not to organise any social functions.

Delegate Registration

If you need to register a group of delegates for HRC2019 (this does not include exhibition staff), please contact s.kempton@heartrhythmalliance.org or call +44 (0)1789 867523

Meeting Rooms

During HRC we have a number of meeting rooms available for hire to industry, affiliated groups and societies for small and informal meetings. These meetings should be by invitation only and not open to congress delegates. Daily room hire rate details upon request. Catering and technical options are available.

Exhibitor Manual

A manual will be distributed to all exhibitors 6 months prior to the Congress.



Terms & Conditions

Booking & Payment

Exhibitors must complete, sign and return the HRC booking form. No application will be considered valid until a signed booking form is received. A booking is only confirmed when accepted by the Organiser in writing. Provisional bookings can be held for 14 days.

For all bookings made before 31 July 2019, 50% of your package will be invoiced on receipt of a booking form and must be paid within 30 days of the invoice date; the final 50% will be invoiced once the first payment is received however please note all final invoices will be issued on 31 July 2019 even if the first payment is outstanding.

If your booking is made after 31 July 2019 100% of the package price will be invoiced and must be paid within 30 days of the invoice date.

Cancellation

All cancellations must be made in writing.

Cancellations made more than 6 months prior to the exhibition, the exhibitor will be refunded all payments less 10% administrative fee.

Cancellations made after that time and up to 3 months prior to the exhibition, the exhibitor will be liable to pay 50% of their package price.

If notification of cancellation is received within 3 months of the exhibition opening, the exhibitor will be liable for payment of the total package price.

Full terms and conditions can be found on our booking form.





Book your exhibitor package today

Please email becky@heartrhythmcongress.org.uk

www.heartrhythmcongress.org
+44 (0)1789 867522