

HEART RHYTHM 2025 MEDIA OPPORTUNITIES

The Heart Rhythm Society's annual Heart Rhythm meeting convenes 8,400+ 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 100+ exhibitors will showcase innovative products and services.

Media coverage generates millions of media impressions in hundreds of consumers, trade, and broadcast outlets.

Media registrants at Heart Rhythm 2025 will include national and international health trade publications, websites, newswire outlets, top daily newspapers, and consumer publications.

Heart Rhythm 2025 offers a unique opportunity to network with the nation's leading heart rhythm experts and deliver your story through media attention and exposure.

Please review the promotional opportunities and guidelines below.

Media registration for Heart Rhythm 2025 will open this Friday, February 21, 2025. Media may choose to register for remote coverage or in-person in San Diego. Both options include full online meeting access.

PRE-MEETING OPPORTUNITIES

Exhibitor Media Kits / Materials

Media materials submitted to the Heart Rhythm 2025 media room will be featured on the Heart Rhythm Society's embargoed media site for registered media to access — hard copies will **not** be provided at the meeting.

April 11, 2025, 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 media materials posted on the HRS embargoed media site or on the online Media Room must have approval by the Heart Rhythm Society.

Please send all materials electronically to media@hrsonline.org or bmiller@brgcommunications.com.

POLICY

Attribution Information

Reference or use of the Heart Rhythm Society or Heart Rhythm 2025 in all media materials must use the following text:

- ⌘ **Official Name:** Heart Rhythm 2025
- ⌘ **Official Hashtag:** #HRS2025
- ⌘ **Do NOT Use:**
 - ⌘ 2025 Heart Rhythm Scientific Sessions
 - ⌘ 45th Annual Heart Rhythm Scientific Sessions
 - ⌘ #HR2025 (missing S) or #HR25
 - ⌘ Scientific Sessions
- ⌘ **When describing the meeting in your media materials, please use the following text:** "The Heart Rhythm Society's annual Heart Rhythm meeting convenes 9,500 of the world's finest clinicians, scientists, researchers, and innovators in cardiac pacing and electrophysiology. More than 2,000 international experts in the field will serve as faculty for the 200+ educational sessions, forums, symposia, and ceremonies, while 110+ exhibitors will showcase innovative products and services."
- ⌘ **When referring to the Heart Rhythm Society in your media materials, please use the following text:** "Heart Rhythm 2025."
- ⌘ **When referring to the event in your media 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 and late breaking posters are embargoed until 11:00 AM PST

Thursday, April 24, 2025.

Accepted Late-Breaking Clinical Trials Abstracts are embargoed as follows:

- ⌘ **Late-Breaking Clinical Trials Presented on Friday: Friday, April 25, 2025, at 10:45 am PST**
- ⌘ **Late-Breaking Clinical Trials Presented on Friday: Friday, April 25, 2025 1:15 PM PST**

- ⌘ **Late-Breaking Clinical Trials Presented on Saturday: Saturday, April 26, 2025, 8:45 AM PST**
- ⌘ **Late-Breaking Clinical Trials Presented on Saturday: Saturday, April 26, 2025, 12:45 PM PST**
- ⌘ **Late-Breaking Clinical Trials Presented on Sunday: Sunday, April 27, 2025, 10:15 AM PST**

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 media 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.

Media releases may be issued in the months prior to Heart Rhythm 2025, 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 2025.

MEDIA ROOM INFORMATION

Media Room

The Heart Rhythm Society Media Room is reserved for journalists reporting on Heart Rhythm 2025 daily briefings and interviews.

Location: TBD

Guidelines

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

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

HEART RHYTHM SOCIETY GUIDELINES

Media Events Guidelines

- All official media briefings are open to credentialed media and invited presenters.
- A presenter or company may make a request for a maximum of two guests to attend a media 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 media event.
- Exhibitors may **not** request media credentials for any of their representatives.
- Only official Heart Rhythm Society photographers and credentialed media will be allowed to

photograph or film any media briefing with the appropriate approval.

- All media-attended events must be coordinated through Heart Rhythm Society staff (see the media event request form) prior to promotion or execution.
- Third-party media events cannot conflict with any scheduled Heart Rhythm 2025 event or activity. Heart Rhythm Society staff will work with exhibitors to find an appropriate time and place to hold media events during the length of the meeting.
- Additionally, third-party media events affiliated with the Society's annual meeting business or pertaining to research that will be presented cannot be held before the Heart Rhythm 2025 start date.
- If you are interested in holding a media event, please fill out the media event request form. The event cannot conflict with any scheduled Heart Rhythm 2025 event or activity or be held before the opening of the Society's annual meeting.

Media Lists

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

Onsite Media Materials

Onsite approval of media materials will not be given, as all materials will be provided to media on the embargoed media page. The Heart Rhythm Society reserves the right to present the materials as it wishes.