



HRC2024

06-08 OCTOBER

EXHIBITOR MANUAL



THE ICC, BIRMINGHAM

www.hearhythmcongress.org



Heart Rhythm Congress

Dear HRC Exhibitor,

This document contains important information and is designed to help you prepare for Heart Rhythm Congress (HRC) 2024. It will provide you with all the information that you will require as an exhibitor.

Please ensure you read the details carefully and distribute to all parties involved with the congress.

If you have a query regarding an item that is not mentioned within this manual or if you require further information, please get in contact and a member of the HRC team will be happy to assist you.

We look forward to welcoming you to the 19th Heart Rhythm Congress.



General Information

DATES: 06-08 October 2024 (In-person)

VENUE: The ICC, Broad Street, Birmingham, B1 2EA, UK

TRAVEL & PARKING: [Click here](#)

HRC PROGRAMME: [Click here](#)

Please note there will be no mobile app this year. All delegates will be given a printed programme. Each exhibiting company will also be given 1 x programme. The website can be referred to for any last-minute changes to the agenda.

HRC EXHIBITOR LIST: [Click here](#)

HRC FLOOR PLANS: [Click here](#)

USEFUL CONTACTS

HRC Manager

Becky Bell

+44 (0)1789 867523 / 07807 275 738 (onsite only)

b.bell@hearrhythmalliance.org

Event Manager, The ICC

Lucy Millington

Official Exhibition Contractor, Xav-Eight Ltd

+44(0)7771 646028

simon@xaveight.com

Exhibitor Build & Breakdown Timetable

The Exhibitor must ensure that their space only stand is ready by 22:00 on the 06 October (build day), for every hour exceeded the exhibitor will be charged £500 + VAT.

The Exhibitor must comply with build-up, breakdown, and delivery times, as set out in the Exhibitor manual.

Late build up and early breakdown creates problems in the exhibition hall, contravenes health and safety regulations and is discourteous to other Exhibitors.

Exhibits are not to be removed until the exhibition is closed, at which point all exhibit items should be removed from the premises within the time specified for exhibition breakdown.

SUNDAY REGISTRATION AREA EXHIBITION		
Set up – Tabletops	Sunday 06 October	08:00 – 09:00
<i>Please note Hall 3 is not open on Sunday (exhibition build day) the registration area exhibition will be open (please check this is part of your package)</i>		
SUNDAY PATIENTS DAY EXHIBITION – HALL 8B		
Set up – Tabletops	Sunday 06 October	08:00 – 09:00
<i>Please note: exhibiting at Patients Day is an additional package of £1,000 + VAT</i>		
HALL 3 MAIN EXHIBITION		
Stand Build – Platinum & Gold stands (Hall 3)	Sunday 06 October	06.00 – 22.00
Stand Build – Prime Silver & Silver Stands (Hall 3)	Sunday 06 October	11.00 – 22.00
Stand Build – Bronze Stands (Hall 3)	Monday 07 October	07:30 – 09:00
EXHIBITION BREAKDOWN		
All stands	Tuesday 08 October	17:30 – 01:00

Exhibitor Opening Times

SUNDAY REGISTRATION AREA EXHIBITION

Sunday 06 October	09:30 – 18:15
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SUNDAY PATIENTS DAY EXHIBITION – HALL 8B

Sunday 06 October	09:00 – 16:00
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HALL 3 MAIN EXHIBITION

Sunday 06 October	CLOSED
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Monday 07 October	09:30 – 17:15
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Tuesday 08 October	07:30 – 17:15
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SUNDAY 06 OCTOBER - SCIENTIFIC SESSIONS

Registration	09:30 – 18:15
Session 1	10:30 – 11:45
Break	11:45 – 12:15
Session 2	12:15 – 13:30
Lunch	13:30 – 14:45
Session 3	14:45 – 16:15
Break	16:15 – 16:45
Session 4	16:45 – 18:15

SUNDAY 06 OCTOBER - PATIENTS DAY

Registration	09:00 – 16:00
Session 1	10:00 – 12:00
Lunch	12:00 – 14:00
Session 2	14:00 – 16:00

MONDAY 07 OCTOBER & TUESDAY 08 OCTOBER - SCIENTIFIC SESSIONS

Registration	07:30 – 17:15
Session 1	08:30 – 10:00
Break	10:00 – 10:45
Session 2	10:45 – 12:15
Lunch	12:15 – 13:30
Session 3	13:30 – 15:00
Break	15:00 – 15:45
Session 4	15:45 – 17:15

Deliveries

Deliveries for stand and booth materials will be accepted from **Friday 04 October and not before**. Please ensure you use the event **Delivery Label** and include your stand name and number. Deliveries of stand building materials is not permitted before 06:00 on Sunday 06 October.

Access

On stand build day Bay A provides access to Hall 3 (see **Loading Bay Access Map**).

Dismantling

Dismantling of stands and displays must not commence until after the exhibition has closed and is cleared of delegates.

If you arrange for couriers to pick up goods, please ensure that all items to be collected are packed away by company employees and clearly labelled with the **Collection Label**, found on page 2 of the delivery label document. All unlabelled materials left behind will be disposed of.

Venue Care

No attachment, fitting, fixture or defacement is to be made to the flooring, ceilings, internal or external walls of the building. Exhibitors are reminded that they will be required to pay for all damages.

Insurance

Neither the HRC organisers nor The ICC will accept responsibility for damage or loss of goods or bags left in the venue prior to, during or after the exhibition. All goods and bags belonging to companies must be claimed and removed from The ICC at the close of HRC.

Risk Assessment

All exhibiting companies **must** read, complete and return **The ICC's Items of Special Risk form**. All exhibitors are also required to produce their own Risk Assessment for the activities they intend to undertake whilst at the exhibition. This should include all possible hazards on your stand. An example of this form can be found **here**. Please submit your **Items of Special Risk** form and **Risk Assessment** to Becky Bell - b.bell@hearrhythmalliance.org

If you have purchased a Platinum or Gold space you must ask your appointed contractor to complete the **Construction, Design and Management (CDM) Roles Pro-forma** outlining who is the client, principle designer, principle contractor and any other contractors involved. Descriptions of the roles and responsibilities of the positions included in the pro forma can be found **here**.

Please submit your completed Construction, Design and Management (CDM) Roles Pro-forma to Becky Bell - b.bell@hearrhythmalliance.org

Hall Access Policy

During the exhibition build and breakdown, everybody in the affected space **must** wear high visibility clothing and appropriate protective footwear as a minimum. If overhead work is taking place, hard hats must also be worn. Read the full hall access policy in section 5 of the ICC Important Information for events brochure **here**

Shell Scheme Stands

Prime Silver and Silver stands are provided as part of a shell scheme.

- Prime Silver (6m x 3m) in main exhibition hall – 2 x days
- Silver (3m x 3m), in main exhibition hall – 2 x days

A shell scheme booth will consist of

- 3-side white Foamex wall partitions (2 partitions if your stand is at the end of the stand block)
- Stands in a row will have a 2.5m back wall and 1m high dividing walls between other stands. Corner stands will have two 2.5m high walls and two open sides.
- Fascia board with company name on open sides (see additional items)

If you would like to add to the standard shell scheme build, this can be ordered through our exhibition contractor, Xav-eight Ltd. Password: **HRC2024** through their [online ordering system](#). Deadline for orders: **Friday 06 September**.

Space Only Stands

Platinum and Gold stands are provided as a space only option. The exhibiting company must arrange their own build arrangements and a copy of the booth plans (including dimensions) and your contractor's details should be sent to Becky Bell - b.bell@hearrhythmalliance.org for approval by **Friday 02 August**.

Height Restrictions

Platinum and Gold Stands must not exceed **4m** height.
The height restriction for shell scheme stands is **2.5m**; this height restriction must be adhered to where any graphics, furniture or other builds are concerned. Please be aware the visual height with a fascia name board is **2.3m**.

Lifting & Handling

If you require a forklift to assist in unloading/loading your stand on the build-up or break down days, this **must** be booked in advance. Charges apply. Please contact Becky Bell - b.bell@hearrhythmalliance.org for further information.

Electrics

Electricity is NOT part of your stand package. Electrics can be ordered through our exhibition contractor, Xav-eight Ltd via their **online ordering system**. Select HRC2024 from the list and enter password: **HRC2024**. Deadline for electric orders: **Friday 06 September**.
Please note: *The electricity for the exhibition will ONLY be connected after being checked and approved by the official exhibition contractor.*

Additional Items

Flooring

All exhibition surfaces are carpeted.

Suspended Structures

Please note suspended structures will not be deliverable this year due to rigging access.

Audio Visual

Audio visual equipment for your stand can be provided. Please email Becky Bell - b.bell@heartrhythmalliance.org with your requirements.

Internet Access

Free Wi-Fi access will be available in all public spaces of The ICC. However, if you require Internet access for stand operations, this must be purchased separately. Please email Becky Bell - b.bell@heartrhythmalliance.org with your requirements.

Furniture

Furniture is not included with your stand (with the exception of bronze packages which include a table, tablecloth and two chairs). Furniture hire can be organised through our exhibition contractor, Xav-eight Ltd via their [online ordering system](#). Select HRC2024 from the list and enter password: **HRC2024**. Deadline for orders: **Friday 06 September**.

Please note: it is not compulsory to order your furniture through this system – you may choose to bring your own.



Additional Items

Stand Catering

Stand catering (food, drink, and equipment) can be purchased directly from HRC. If you are planning on having food or beverages served from your stand please note prior permission needs to be obtained from The ICC. For all catering enquiries please contact Becky Bell - b.bell@heartrhythmalliance.org with your requirements.

Facia Name Board (shell scheme stands only)

A fascia name board will be positioned on the top of each open side of your stand detailing your company name and stand number. To provide your company name for your fascia board please email Becky Bell - b.bell@heartrhythmalliance.org by **Friday 13 September**. Please note your fascia board will be printed as you have provided the company name including the use of upper and lower case text. If you do not want your shell scheme stand to be set up for a fascia name board, please contact Becky Bell - b.bell@heartrhythmalliance.org

Passes

All exhibitors are required to be registered at HRC. Additional staff passes can be purchased - **£345.00 + VAT**. please contact Becky Bell - b.bell@heartrhythmalliance.org

This is for the duration of the congress and includes:

- Admission to exhibition
- Lunch
- Access to congress sessions

All contractors are also required to have a pass to access the exhibition hall - **£100.00 + VAT**.

Deadline for badge names and additional staff passes: **Monday 23 September**.

Please note that all payments for passes must be received before Thursday 26 September otherwise entry will not be granted.

06 – 08 October

The ICC | Birmingham

#HRC2024

Stand Activities

If you are a Platinum or Gold sponsor you are entitled to have an **'Ask the Expert'** on your stand. Please note however slots are given on a first come first served basis.

If you book to have an 'Ask the Expert' on your stand you must make HRC aware of your stand activities you are planning, for example presentations, interactive demonstrations at this time. You will need to book a slot and send an outline of your plans to Becky Bell - b.bell@heartrhythmalliance.org

Meeting Rooms & Industry Events

If you require a room to host an innovation suite or you would like to book a meeting room for another purpose, please get in contact to discuss your requirements.

Please note industry meetings with presentations for HRC delegates outside the official scientific programme are strictly forbidden. HRC allows companies to hire a range of rooms available within the congress centre for small and informal meetings.

Promotional Opportunities

There are a number of promotional opportunities on offer to maximise your exposure at the congress. For further details, please email Becky Bell - b.bell@heartrhythmalliance.org The deadline for providing artwork is **Friday 06 September**.



HRC2024

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ONLINE PLATFORM
EXHIBITOR DETAILS



THE ICC, BIRMINGHAM

www.heartrhythmcongress.org

If you have a Platinum, Gold, Prime Silver or Silver stand as part of your package, you are entitled to have a virtual stand on the HRC platform – www.heartrhythmevents.org

Please note all registered delegates get access to the platform following HRC and will do so via an individual password. Following HRC we also offer a virtual only pass for those that were unable to attend HRC at the ICC.

The following pages show you what the virtual stands look like and what is required from you.

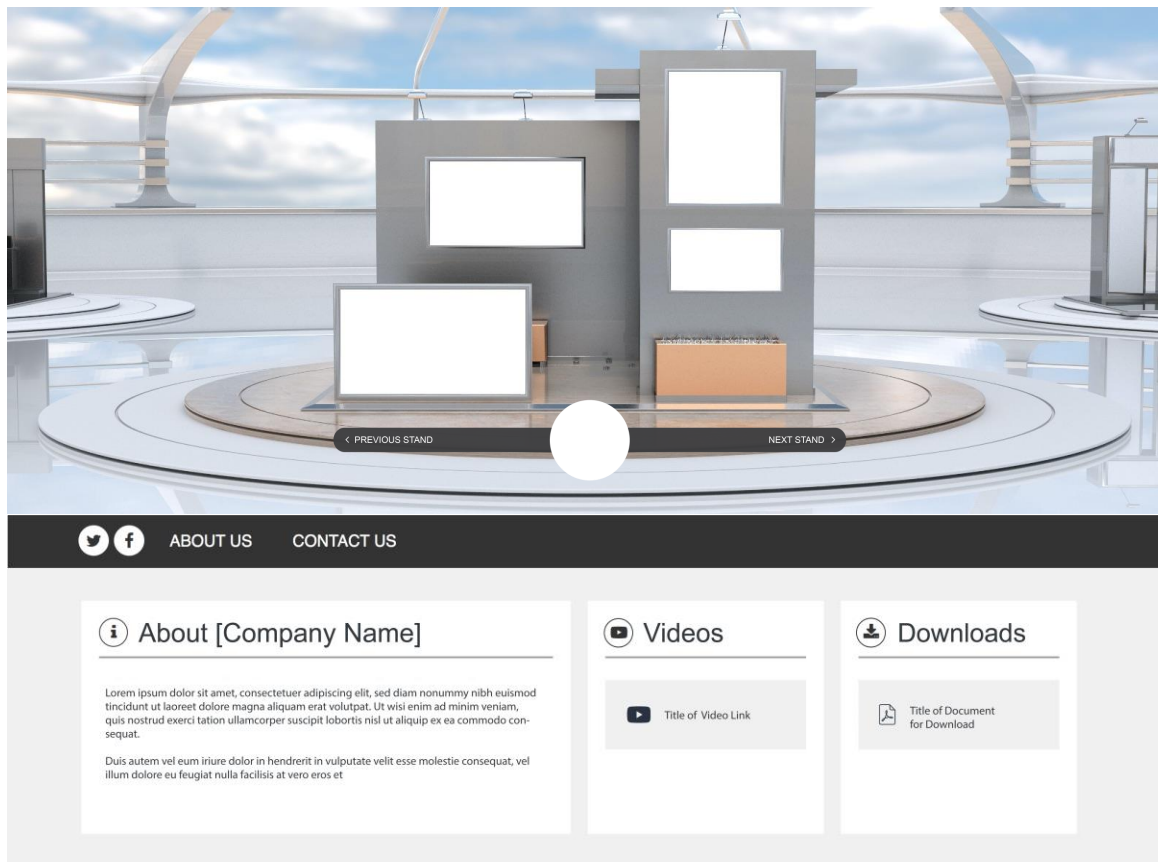
Please note the deadline for all requirements for your virtual stand is: **Friday 02 August.**

PRIME SILVER/SILVER STAND

All images to be supplied as JPG or GIF files to Becky Bell - b.bell@hearhythmalliance.org

Avoid too much detail and small text as the text will not be very legible at smaller sizes.

Dimensions are in pixels. If files do not match sizes supplied, they will be cropped.



PRIME SILVER/SILVER STAND

Image 1:

Width: 294px

Height: 161px

Please provide us with a link you would like the image to go to

Image 4:

Width: 254px

Height: 143px

Please provide us with a link you would like the image to go to

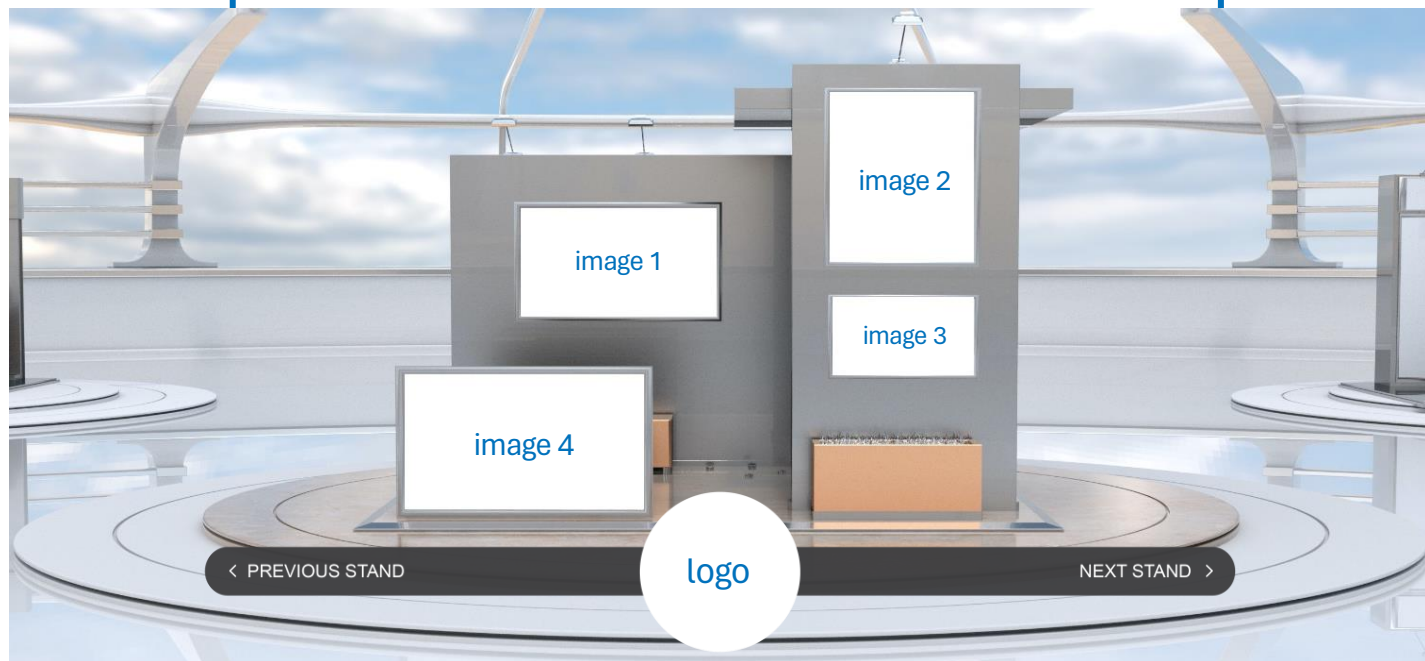


Image 2:

Width: 153px

Height: 180px

Please provide us with a link you would like the image to go to

Image 3:

Width: 150px

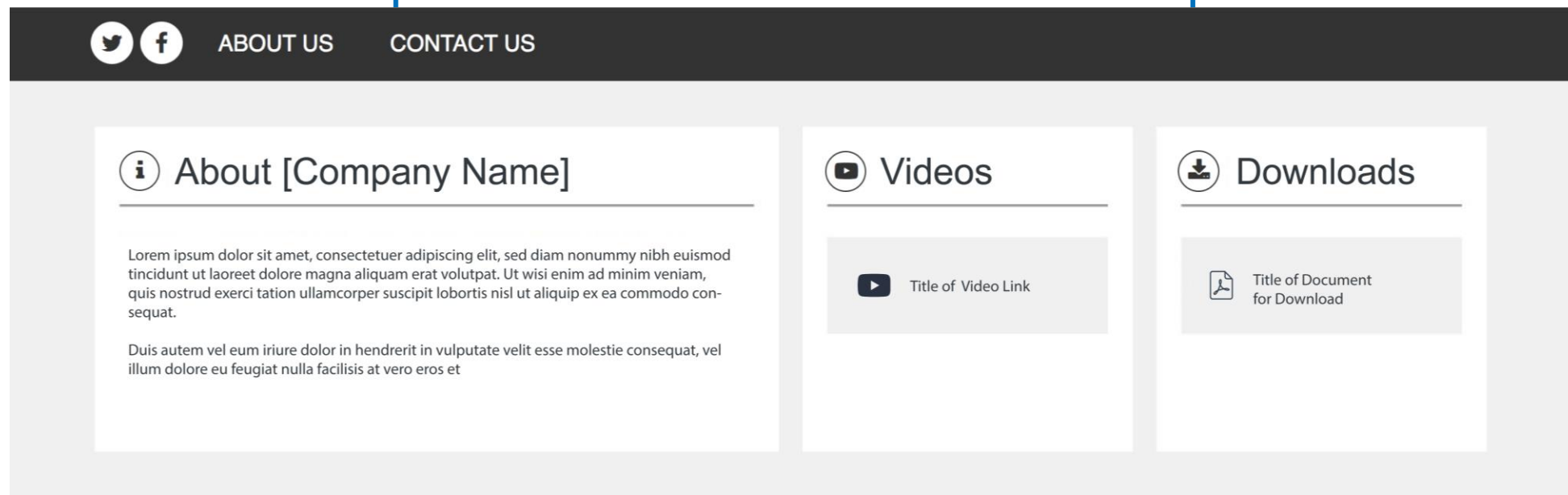
Height: 83px

Please provide us with a link you would like the image to go to

Company Logo: Width: 400px | **Height:** 400px

Please supply the full link address (copy and paste from the URL bar in the browser)

PRIME SILVER/SILVER STAND



Text Required

Stand Name (approx. 100 characters)
About Text (100 words maximum)

Videos

Not applicable for Prime Silver/Silver Stands.

Documents

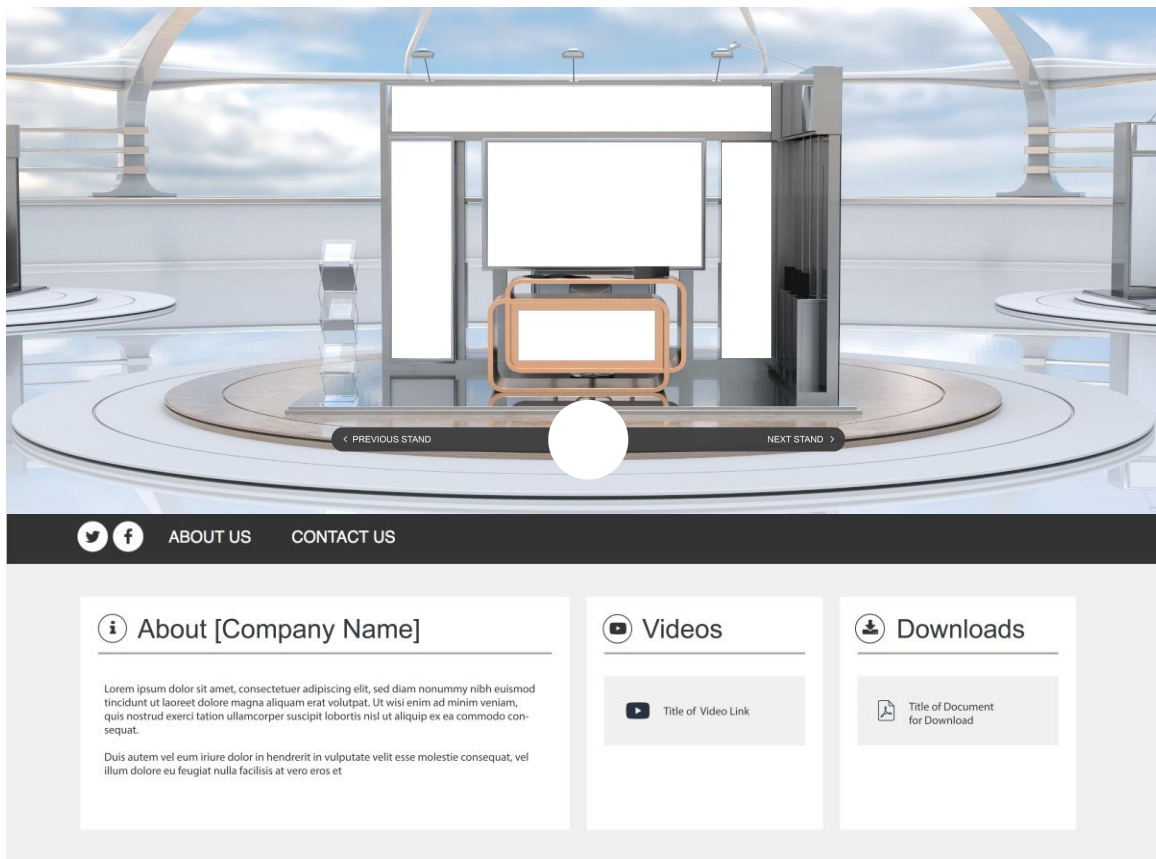
Provide 1 document/file (PDF or Word) and a description of the file.
E.g. "Product brochure"

GOLD STAND

All images to be supplied as JPG or GIF files to Becky Bell - b.bell@hearhythmalliance.org

Avoid too much detail and small text as the text will not be very legible at smaller sizes.

Dimensions are in pixels. If files do not match sizes supplied, they will be cropped.



GOLD STAND

Image 1: Width: 521px | Height: 62px *Please provide us with a link you would like the image to go to*

Image 2:

Width: 81px

Height: 296px

Please provide us with a link you would like the image to go to

Image 3:

Width: 293px

Height: 170px

Please provide us with a link you would like the image to go to

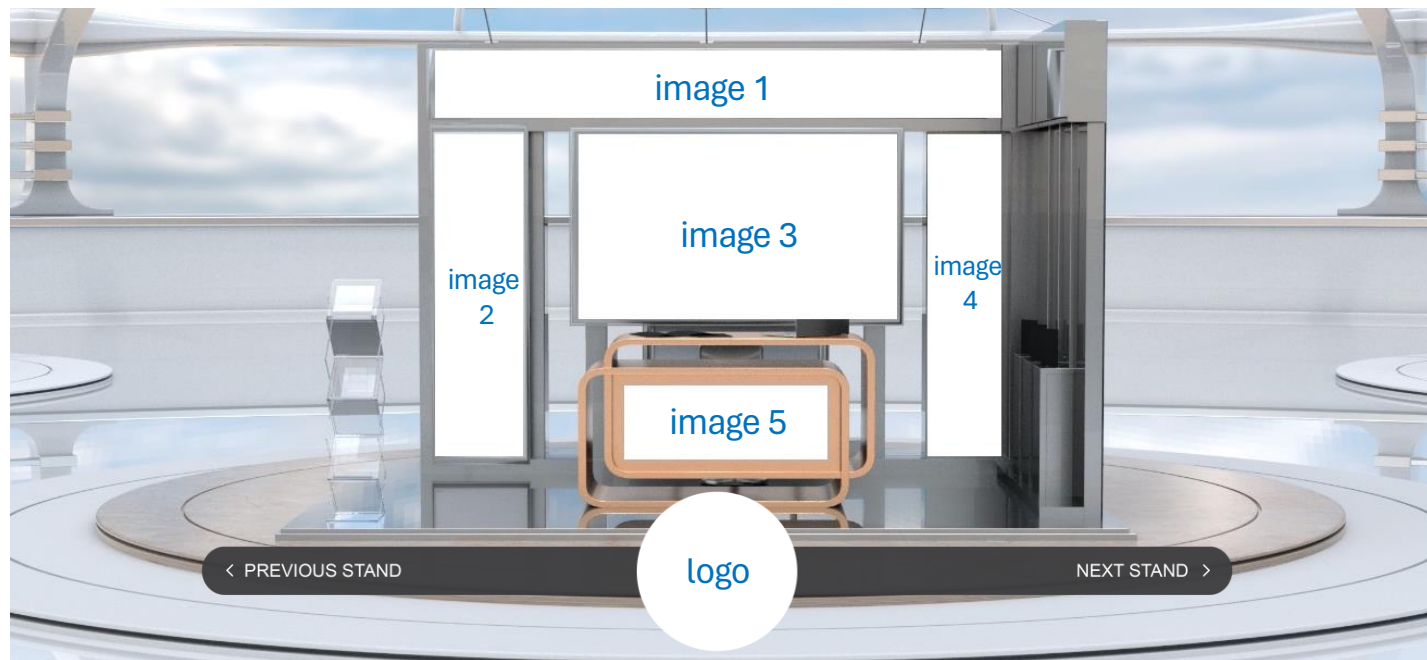


Image 4:

Width: 68px

Height: 296px

Please provide us with a link you would like the image to go to

Image 5:

Width: 189px

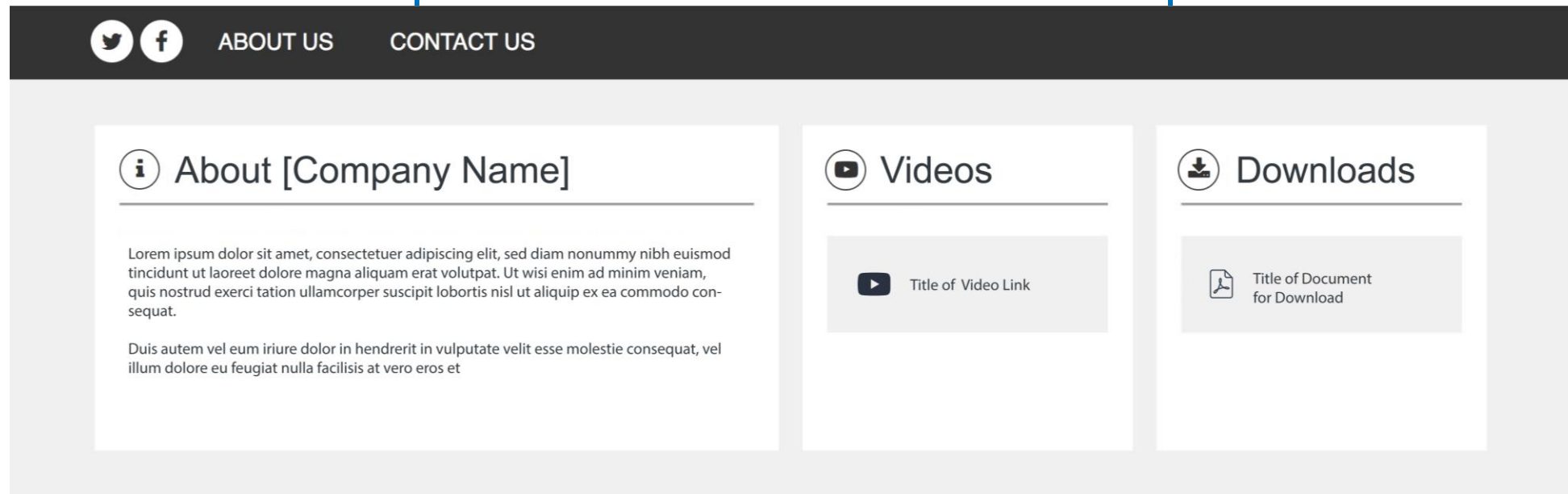
Height: 70px

Please provide us with a link you would like the image to go to

Company Logo: Width: 400px | Height: 400px

Please supply the full link address (copy and paste from the URL bar in the browser)

GOLD STAND



Text Required

Stand Name
(approx. 100 characters)
About Text
(250 words maximum)

Videos

1 x hour online webinar of sponsors choice to be approved by HRC. This is down to the sponsor to organise and to provide HRC with a link.

Documents

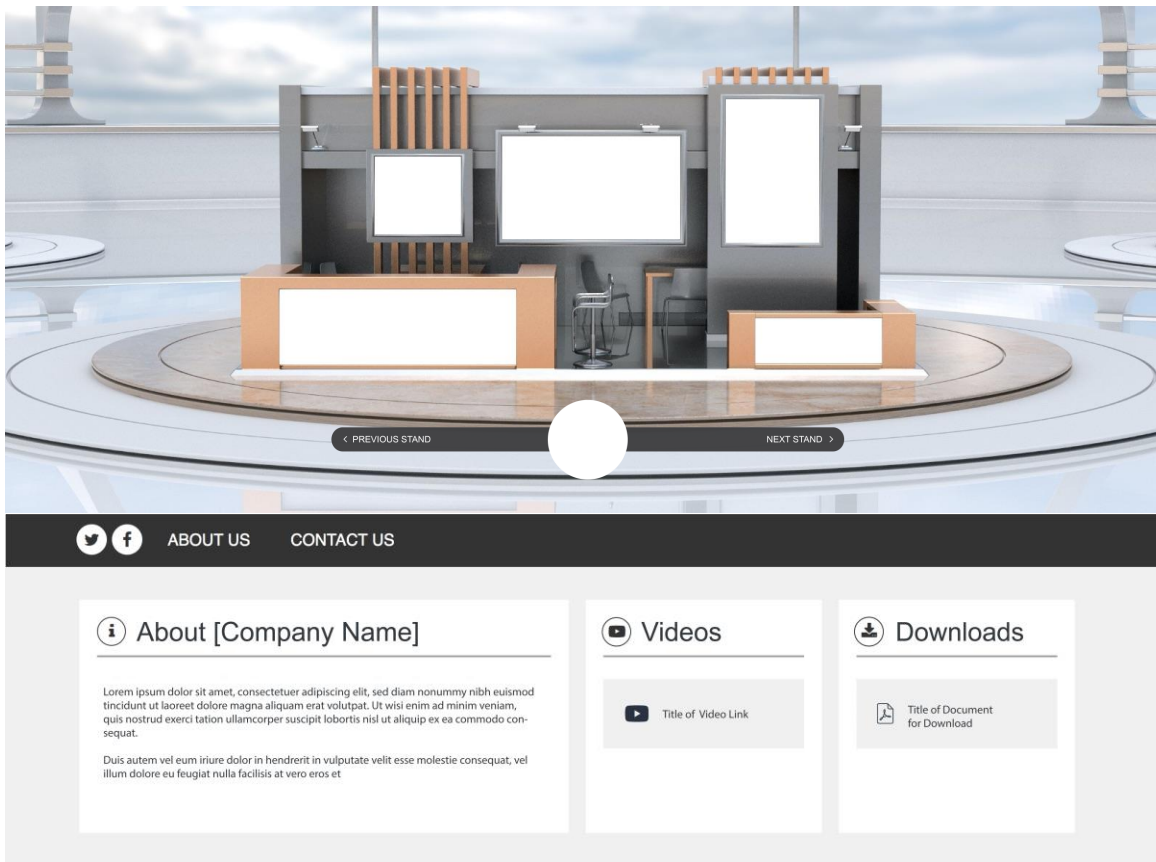
Provide 3 documents/file (PDF or Word) and a description of the file.
E.g. "Product brochure"

PLATINUM STAND

All images to be supplied as JPG or GIF files to Becky Bell - b.bell@hearhythmalliance.org

Avoid too much detail and small text as the text will not be very legible at smaller sizes.

Dimensions are in pixels. If files do not match sizes supplied, they will be cropped.



PLATINUM STAND

Image 1: Width: 118px | Height: 106px *Please provide us with a link you would like the image to go to*

Image 2:
Width: 244px
Height: 141px

Please provide us with a link you would like the image to go to

Image 3:
Width: 128px
Height: 197px

Please provide us with a link you would like the image to go to

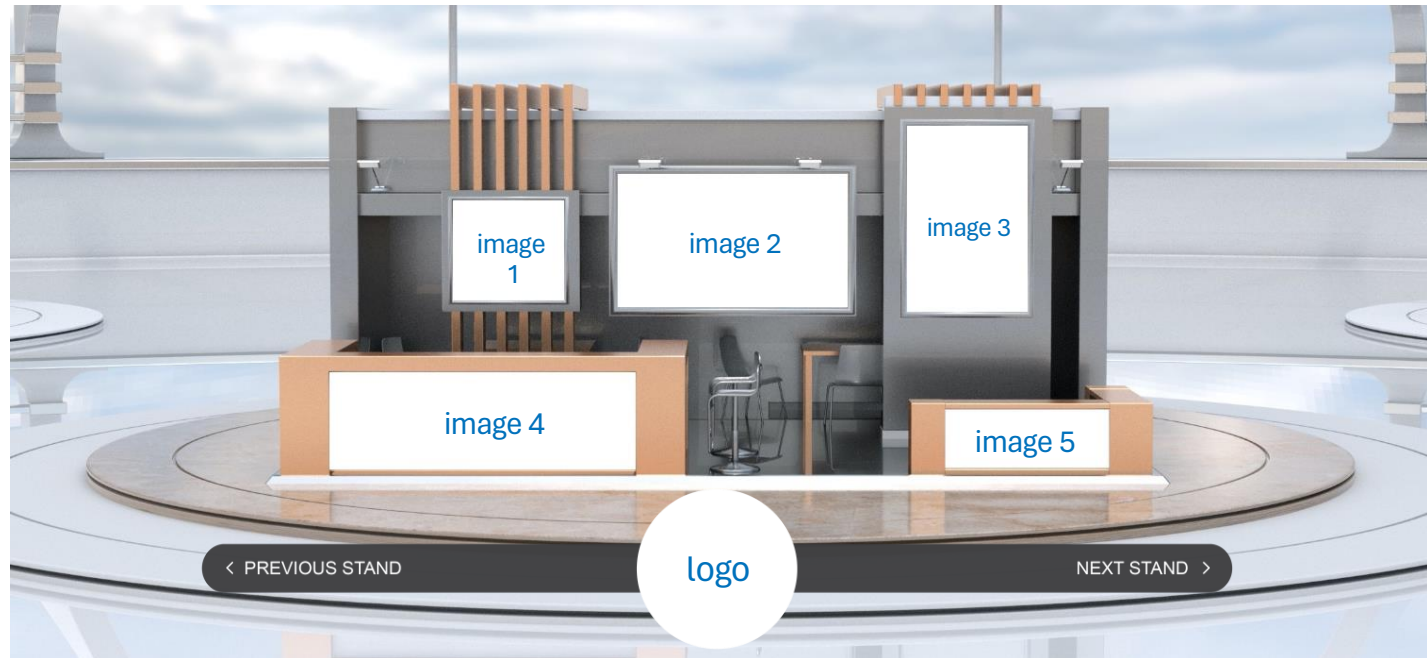


Image 4:
Width: 325px
Height: 103px

Please provide us with a link you would like the image to go to

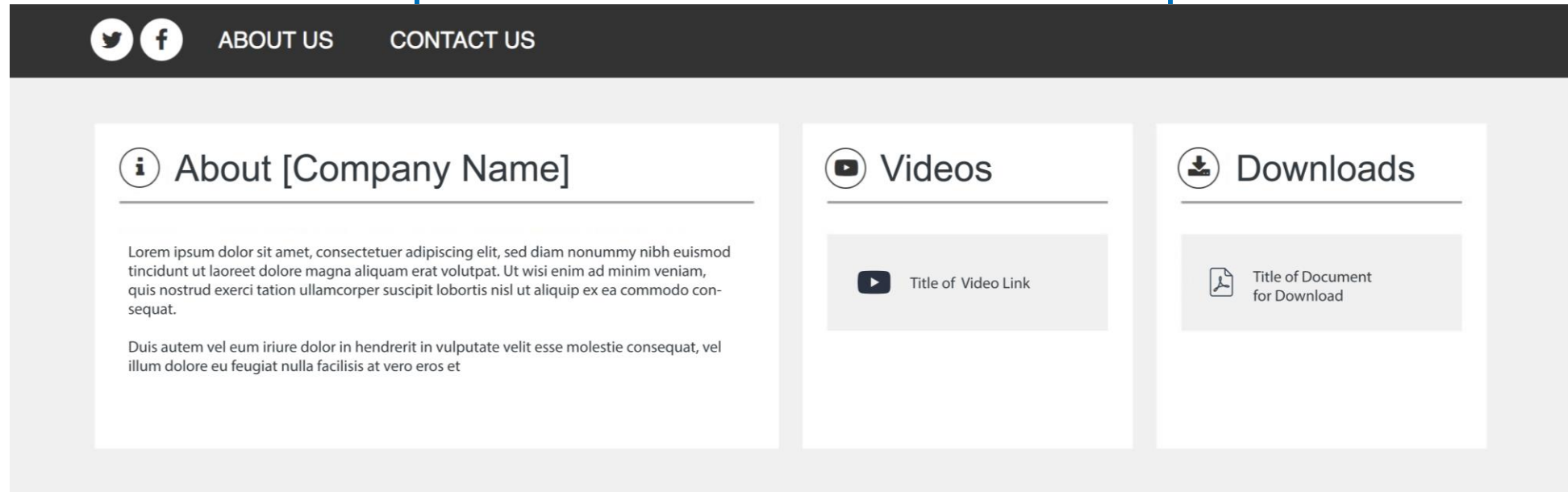
Image 5:
Width: 175px
Height: 63px

Please provide us with a link you would like the image to go to

Company Logo: Width: 400px | Height: 400px

Please supply the full link address (copy and paste from the URL bar in the browser)

PLATINUM STAND



Text Required

Stand Name
(approx. 100 characters)
About Text
(300 words maximum)

Videos

1 x hour online webinar of sponsors choice to be approved by HRC. This is down to the sponsor to organise and to provide HRC with a link.

Documents

Provide 5 documents/file (PDF or Word) and a description of the file.
E.g. "Product brochure"

Each year we hold an Exhibitor Feedback meeting on the last day of the congress. All exhibitors are welcome to attend. We value your feedback so please come along.

Tuesday 08 October; 11:00-12:00 – Executive Room 1





HRC Event Manager

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Connect with us

 Heart Rhythm Congress

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