



APPLICATION FOR CO-SPONSORSHIP/ENDORSEMENT

The Heart Rhythm Society (HRS) has a long history of supporting high-quality programs for the heart rhythm pacing and EP communities which offer diverse, expert faculty and a discussion of relevant, timely topics. As a collaborator, HRS supports the planning of programs that facilitate audience participation, interaction, learning, and program content that is balanced and free of bias.

PLEASE NOTE:

- This application is meant for NON-PROFIT ORGANIZATIONS ONLY. If you are a FOR PROFIT organization desiring HRS sponsorship, please contact Tonia Jones, Manager, Corporate Relations & Program Development at tjones@hrsonline.org.
- All questions on the application must be completed. Incomplete applications will not be processed.
- No mention of HRS co-sponsorship or endorsement may be made until the application has been approved by HRS, a Letter of Agreement has been signed, and full payment has been received by HRS.
- This program must adhere to the HRS Statement of Diversity, Equity, and Inclusion
 - HRS stakeholders share a common passion for accomplishing our mission to end death and suffering from heart rhythm disorders.
 - We believe our diverse backgrounds, experiences and interests are assets in reaching that goal, and we are committed to providing an inclusive environment in all our activities, where everyone feels valued, respected, and welcome.
 - We strive to have organizational leaders who represent all aspects of our diversity and who promote the diversity, equity, and inclusion that are essential to our success.

In order for your application to be considered, you must include ALL of the required documents.

Please use the following checklist to ensure that you have included these documents.



- | | |
|---|--|
| <input type="checkbox"/> Completed & signed application | <input type="checkbox"/> Program agenda/brochure (must include faculty list) |
| <input type="checkbox"/> Evaluation tool | <input type="checkbox"/> Signed Statement of Agreement |

Date of Application: _____

Indicate the type of program in which you are submitting for co-sponsorship or endorsement?

LIVE Program ONLINE Program (expires one year from program date)

Name of Program: _____

Date of Program: _____

Location of Program (venue): _____

Address, City, State, Country: _____

Program Directors: _____

Contact Person: _____

Organization: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Telephone: _____ Email: _____

Program Website: _____

Payment Information

This information must be included with the application.

Your credit card will not be charged until your program is approved.

Please contact the Society's Program Coordinator if you require a payment option other than credit card.

AMERICAN EXPRESS VISA MASTERCARD

Card Number _____ Expiration: _____ CVV: _____

Cardholder name (printed) _____

Signature: _____

Program Information

New Program Established Program Will the program content be captured? Yes No

AMA-PRA category 1 credits: _____ Continuing Education Units in Nursing: _____

Event Topic:

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> Ablation | <input type="checkbox"/> Clinical EP | <input type="checkbox"/> Electrophysiology | <input type="checkbox"/> Pediatric |
| <input type="checkbox"/> Allied Professional | <input type="checkbox"/> Device Therapy | <input type="checkbox"/> Heart Failure/CRT | <input type="checkbox"/> Training |
| <input type="checkbox"/> Atrial Arrhythmias | <input type="checkbox"/> Disorders | <input type="checkbox"/> Sudden Cardiac Arrest | <input type="checkbox"/> Ventricular Arrhythmias |
| <input type="checkbox"/> Atrial Fibrillation | | | |

Targeted Audience:

Physicians

- Cardiologists
- Cardiovascular Surgeons
- Clinicians
- Electrophysiologists/EPs
- Fellows-in-Training

Allied Professionals

- Nurses
- Nurse Practitioners
- Physician Assistants
- Pharmacists
- Technicians

Scientists

- Academic
- Researcher

Anticipated Attendance:

Physicians: _____ Allied Professionals: _____ Scientists: _____

Level of Program: Basic Intermediate Advanced

Geographic Representation: Regional National International

Program Description:

Needs Assessment Summary:

How were the needs of your intended audience determined? (Check all that apply):

Evaluation Results Expert Consensus New Medical Developments

Suggestions of Potential Attendees Survey Results

Other: _____

Program Learning Objectives:

Sponsorship Information

Will this program receive educational grant money from a commercial supporter? YES NO

Will there be commercial exhibits associated with this program? YES NO

List all Program Sponsors and/or Accredited Providers:

Co-Sponsorship:

All programs hosted in the United States that offer CME or CE credits to program participants.

CME Category 1 Credits or Continuing Education Units in Nursing will be designated by an accredited provider other than HRS.

If co-sponsorship is approved, HRS requires that all aspects of the program be in compliance with the Accreditation Council for Continuing Medical Education (ACCME) Essential Areas, Elements, and Policies. The accredited provider designating the CME credits is responsible for meeting ACCME requirements.

Are you accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians? YES NO

Endorsement:

All programs hosted in the United States and/or internationally that do not offer CME or CE credits to program participants.

SPONSORSHIP TIERS (please choose from the tiers listed below):

Tier 1 (\$2,500 Fee) BRONZE PACKAGE

- HRS provides HRS logo for use in your event announcement in publications, program brochure, and program website (each usage requires approval prior to printing/publishing)
- HRS provides program listing on the Events page on HRSONline.org
- HRS provides one (1) event announcement in the Society's bi-weekly e-newsletter, Keeping Pace
- HRS lists the program on the calendar section of the Society's website

Tier 2 (\$5,000 Fee) GOLD PACKAGE

Includes all items in Bronze Package, plus:

- HRS provides one (1) *additional* event announcement in the Society's bi-weekly e-newsletter, Keeping Pace (a total of two (2) announcements)
- HRS provides social media support:
 - One (1) retweet of your original tweet
 - One (1) share of your original Facebook post
 - One (1) share of your original LinkedIn post
- HRS provides the opportunity for a one-time, direct-mail piece to be delivered to its members. The co-sponsor will work with an HRS preferred vendor to produce and/or distribute the materials. Additional details will be provided upon application approval and request for direct-mail piece.
- HRS provides access to include your event marketing materials in designated "Scientific Meetings" wall at the upcoming annual Scientific Sessions. Wall will be positioned in a high-traffic area where it will be seen by over 6,000 attendees. * (contingent on event timing)
**Your materials shipped to HRS offices by April 15 of current year for inclusion*

Tier 3 (\$10,000 Fee) PLATINUM PACKAGE

Includes all items in Gold Package, plus:

- Your event spotlighted as a "Featured Event" on the Co-sponsored Events page on HRSONline.org
- HRS provides social media support:
 - One (1) original tweet on Twitter
 - One (1) original post on Facebook
 - One (1) original post on LinkedIn**Draft text to be provided by partner*
- HRS deploys one (1) targeted, dedicated email using HRS template (sent to approved group based on program attendee type)

(SAMPLE TEXT FOR ANNOUNCEMENT/E-BLAST BELOW)

Co-Sponsored Educational Program (or Event) — Title of Event

Rhythm Congress 2020

June 12-14 in Cannes, France

The Rhythm Congress 2020 will be held June 12-14 in Cannes, France at the Martinez Hotel and will address “Arrhythmias and Heart Failure: Future Technical and Investigational Directions”. International expert faculty will present on topics such as AF ablation, ventricular arrhythmias, CRT, echocardiography and HF management; two live cases on chronic AF ablation will also be featured. The final program and registration information are now available. Learn more: [Visit the Symposium website to learn more and register \[include URL\]](#)

A maximum limitation of five (5) content lines (excludes headline). Placement is solely at the discretion of the Keeping Pace editorial committee. Note: Announcements are brief to encourage readers to visit the website for the entire description/ information.



CO-SPONSORED/ENDORSED PROGRAM STATEMENT OF AGREEMENT

Please carefully read the next section on expectations and responsibilities of a sponsored program. You will be expected to fulfill these requirements if the program is approved. The Heart Rhythm Society reserves the right to have a Heart Rhythm Society member liaison attend and evaluate the program to ensure compliance with the Heart Rhythm Society Co-sponsored/Endorsed program requirements.

The program applicant will be responsible for providing the following, which must adhere to the aforementioned guidelines:

- Publishing the program objectives, expected learner outcomes, instructional format, and evaluation methods in the program brochure (applicable for programs offering CME or CE credits).
- Listing HRS as a co-sponsor on all promotional materials, including, but not limited to walk-in slides, course book, or brochure, with HRS logo. Co-sponsorship must be reflected on all materials before HRS promotion may begin.
- Listing HRS as a co-sponsor or endorser on the program website with HRS logo. Co-sponsorship must be reflected on the program website before HRS promotion may begin.
- Providing the text and galleys of all program and promotional materials, including advertisements on the Internet, for HRS review and approval prior to printing.
- Live Program ONLY
 - Making space available onsite for HRS brochures and other material
- Online Program ONLY
 - Making space available in online program promotion or link to the HRS website

Membership List Security Agreement

1. Inspect the list before using it. Once the list has been used, it is understood that such list use constitutes satisfactory completion of HRS's obligation to provide the mailing list
2. DUPLICATION OF THE LIST IN ANY MANNER IS ABSOLUTELY FORBIDDEN.
3. The list is not to be released to the mailer or any other company or individual under any circumstances. It is intended for use for the approved program direct mail literature ONLY.

Program Director Signature

Date

Co-Sponsored / Endorsed

I accept the responsibilities outlined above for programs co-sponsored/endorsed by HRS and will fulfill these requirements if the program is approved.

In addition, as an accredited provider for designating CME Credits, I will ensure that the program is in compliance with the Accreditation Council for Continuing Medical Education (ACCME) Essential Areas, Elements and Policies, including the Standards for Commercial Support.

Program Director Signature

Date

Indemnification:

- Program applicant shall indemnify and hold harmless HRS, its Trustees, officers, employees, representatives and agents against any and all liabilities, losses, damages, costs or expenses (including reasonable legal fees) arising out of or resulting from third party claims made in connection with this agreement or any HRS activities or products, including those associated with the Product.
- Program applicant shall indemnify, defend and hold HRS harmless against all claims, liabilities, losses, damages, costs and expenses (including reasonable legal fees) resulting from or arising in connection with any actual or claimed infringement of any trademark, copyright or other intellectual property, proprietary or contractual right of any third party, with respect to the Names and Marks licensed under this Agreement.

Program Director Signature

Date

Christina Wurster, CSO Signature

Date

Please Submit Completed Application To:

Tonia Jones, MS
Manager, Corporate Relations & Program Development
1325 G Street, NW, Suite 400 | Washington, DC 20005
Phone: 202-464-3418
tjones@hrsonline.org | www.HRSonline.org