

## Rules and Regulations – Unofficial Satellite Events

All exhibitors are responsible for ensuring that their company representatives and/or agents adhere to all rules and regulations outlined herein and in the Exhibit Prospectus. Any violation will jeopardize future exhibiting status.

If an Unofficial Satellite Event is found to have violated the AHA Rules and Regulations, the sponsoring organization, the supporting organization and the organizer of the event will be prohibited from holding an Unofficial Satellite Event the following year. The violation will result in a loss of priority points for the exhibiting company.

All Unofficial Satellite Events must be held in compliance with the [AMA's Ethical Opinion on Gifts to Physicians from Industry](#). Approval will be based on these and the regulations outlined herein.

### **Function Space**

The AHA does not assign event space. Upon approval, event organizers may begin contacting hotels for meeting space. A list of hotel contacts will be included with the AHA approval letter. Event organizers must supply the hotel with a copy of the approval letter. All communication from that point on will be between the event organizer and the venue and any vendors the event organizer secures for transportation, audio/visual, food and beverage, etc. Meeting space in the convention center is reserved solely for official AHA activities. The AHA has secured space at local hotels solely for USEs.

### **Food and Beverage**

All food and beverage must be secured through the hotel by the event organizer. All charges for these items are the sole responsibility of the event organizer.

### **No-Smoking Policy**

AHA policy strictly prohibits the use of tobacco products in all areas of the convention center and all hotel meeting rooms hosting AHA events. Event Organizers are responsible for ensuring that all individuals associated with the USE comply with this policy. Lack of compliance will result in a \$2,500 fine and loss of priority points for the financial supporter, if an exhibiting company.

### **Opt-Out Language**

Through the application process, the AHA obtains names and addresses of individual and business entities that are associated with USEs. Should an individual choose that this demographic information not be shared with third parties outside of AHA Scientific Sessions, they must notify the AHA in writing when the application is submitted. If written notice is not received by the AHA by such date, it will be deemed that sharing of the information with a third party is granted.

### **Use of Association's Symbol or Logotype**

The American Heart Association's name, logotype, or other identifying marks may not be used in signs, advertising or promotions in any media, or on descriptive product literature either inside or outside the exhibit area without the AHA's prior express written permission. The name of the Association may not be included in any advertising for meetings sponsored by another organization or group. Furthermore, the fact that an exhibitor or its goods or services were exhibited at the AHA Scientific Sessions cannot be used in advertisements or

promotional activities by the exhibitor. No endorsement by the AHA of the exhibitor or its goods or services, expressed or implied, is permitted or intended. Lack of compliance will result in a loss of priority points for the financial supporter, if an exhibiting company.

### **Embargo Policy**

The American Heart Association defines a “media event” as any event (including, but not limited to, news conferences, product previews, dinners, receptions, etc.) that is directed to the news media or that one or more members of the media have been invited to or attends, where information about the company’s products, services, research findings, studies, etc., is released either formally or informally. The American Heart Association restricts embargoed information from becoming public until the abstract, poster or plenary session is presented at Scientific Sessions. These times are listed in the American Heart Association Scientific Sessions program. Exhibitors (or affiliated organizations or companies) are prohibited from issuing a news release or holding a news conference, media event, media tour, media conference call, or otherwise disseminating the information until after the time of the official Scientific Sessions presentation or American Heart Association news conference. Advanced distribution of embargoed media materials is not permitted.

### **Embargo Policies for Medical Institutions/Universities/Health Organizations**

- **Studies published in AHA/ASA journals:** Universities, medical institutions and health organizations who are involved in a study may distribute their own embargoed news releases 2 business days prior to the embargo and authors of studies and representatives from the institution may conduct embargoed media interviews during the embargo period. **However, no one other than AHA is allowed to issue embargoed media materials pertaining to scientific statements, guidelines or late-breaking clinical trials.**
- **Scientific statements and guidelines:** Universities, medical institutions or health organizations are **not** allowed to issue/distribute embargoed news releases or other information about AHA/ASA scientific statements or guidelines prior to embargo.
- **Late-breaking clinical trials presented at AHA/ASA scientific meetings:** Universities, medical institutions or health organizations may **not** issue any embargoed news releases or other information prior to the embargo. The embargo time for late-breaking trials is at the beginning of the plenary session at an AHA/ASA scientific meeting. However, since AHA provides the news media with embargoed information on late-breaking clinical trials, representatives from universities, medical institutions or health organizations may conduct embargoed interview upon receiving media requests.
- No individual, institution, agency or organization, other than the AHA/ASA, may distribute the study’s manuscript, abstract or presentation materials, such as slides, that include specific information about the study prior to the AHA/ASA embargo time. Media must contact the AHA/ASA News Media relations office at 214-706-1173 or [ahamediarelations@heart.org](mailto:ahamediarelations@heart.org) to request manuscripts or presentation materials.
- Universities and medical institutions must alert the AHA/ASA News Media Relations Dept about their release by providing the name of the study, the lead/first author’s name and the journal or meeting where the study is being published or presented. AHA asks that the universities/medical institutions include the name of the AHA journal where the study is being published or the name of the AHA’s scientific meeting where the study is being presented in their news release. The news release along with the author information should be sent to AHA/ASA News Media Relations Dept. at [newsreleasenotifications@heart.org](mailto:newsreleasenotifications@heart.org) or call (214) 706-1173.
- Upon request, AHA/ASA may make the institution/university/organization’s embargoed news release available in the news conference/media briefing room as well as the

working newsroom for studies presented at an AHA/ASA scientific meeting news conference or embargoed media briefing. For AHA/ASA scientific meetings, the embargo time for a **late-breaking study** is the beginning of the late-breaking plenary session. For a **non-late-breaking** studies, the embargo time is time of presentation or news conference, whichever comes first.

- Universities, medical institutions and health organizations who need to confirm embargo dates and times should contact AHA/ASA News Media Relations Dept (214) 706-1173 or (SMR EMAIL).
- Universities, medical institutions and health organizations must obtain specific study information from the researcher. AHA/ASA will only provide the embargo date and time and will not provide anyone with study information unless the researcher contacts the AHA/ASA asking them to provide the information.
- Universities, medical institutions and health organizations whose information is being presented at an AHA/ASA scientific meeting may not conduct any embargoed promotional media activities other than sending out an embargoed news release and conducting individual embargoed media interviews. Promotional media activities refer to any activity that may involve multiple news media outlets, including media briefings/news conferences, satellite media tours, corporate receptions, investigator meetings, etc.
- At AHA Scientific Sessions, universities and medical institutions may register to have their media materials displayed in the Industry Newsroom for a fee (see **Industry Newsroom** section for more information).
- If media break an embargo as a result of a university, medical institution or health organization issuing information or conducting an interview, the AHA/ASA may enforce sanctions against the reporter/media outlet, the researcher/scientist and university/institution/company as appropriate.

### **Embargo Policies for Companies/Corporate Sponsors of Studies**

- Pharmaceutical companies, device manufacturers or companies (or their PR agencies) that are corporate sponsors of a study are prohibited from issuing embargoed news releases, statements or proactively promoting their spokespeople prior to embargo. They also are not allowed to conduct any type of event where media are in attendance prior to embargo. However, corporate sponsors may make representatives available to answer incoming inquiries from the media during the embargo period.
- If a company feels that for legal reasons it is obligated to release information about a study prior to the embargo, the company must notify AHA/ASA in advance in writing regarding the legal rationale as to why the information must be disclosed, and advise specifically who would receive the information, how/when the information would be disclosed and exactly what information would be released. AHA/ASA then will determine whether the study shall remain on the program of an AHA/ASA meeting or be published in an AHA/ASA scientific journal. One specific consideration will be whether the company plans to release qualitative information (i.e., the primary endpoint was/was not met) rather than quantitative data (specific study results).
- Companies that have questions about issuing news releases should contact the AHA media relations dept at 214-706-1173 or [ahamediarelations@heart.org](mailto:ahamediarelations@heart.org).

For the full embargo policy or any updates, please visit:

<http://newsroom.heart.org/newsmedia/embargo-policy>

Questions about the embargo policy should be directed to the Communications Office at (214) 706-1173

### **Distribution of Printed Materials On-Site**

Printed invitations, brochures, flyers or other materials may not be distributed in the aisles or anywhere else in the convention center or on convention center property, excluding the exhibitor's booth. Materials may not be distributed in hotel lobbies, in front of the event hotel or in and around the convention center.

### **Signage**

Placement of promotional signs is subject to AHA and venue policy. It is the event organizer's responsibility to be aware of, and adhere to, regulations concerning the number and placement of signs. However, final determination of the time and placement of signs is at the discretion of the venue. Signs may not be placed in other venues, the convention center, buses, taxicabs or outside the hotel in which the symposium is taking place. Noncompliance with this regulation may result in the confiscation of the materials, symposium cancellation and/or removal of the event organizer from our list of companies with which AHA will work. It is the applicant's responsibility to be aware of and comply with AHA policies as well as those of the selected venue concerning the placement of signage and other promotional items.

### **Housing**

Travel Planners Inc. is the sole approved housing provider for AHA Scientific Sessions. All rooms needed to accommodate staff for Unofficial Satellite Events must be arranged by the exhibitor through the Exhibitor Housing Process. Universities, Non-profit organizations and non-exhibitors may request housing via the USE Housing Process on our website, [www.exhibitatsessions.org](http://www.exhibitatsessions.org). USE housing is ONLY available to staff members working the event. USE speakers, event chairs, etc. must secure housing via the AHA Housing and Registration process.