

## 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 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.

Please review the [Embargo Policy Overview](#)

See sections on

- [Embargo Policies for Medical Institutions/ Universities/ Health Organizations](#)
- [Embargo policies for Companies/ Corporate Sponsors of Studies](#)  
(Companies that have questions about issuing news releases should contact the AHA media relations dept. 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.exhibitsessions.org](http://www.exhibitsessions.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.