



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

All 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.

Opt-Out Language: Through the application process, the AHA/ASA obtains names and addresses of individual and business entities that are associated with Satellite Events. Should an individual choose that this demographic information not be shared with third parties outside of AHA Scientific Sessions/International Stroke Conference, they must notify the AHA/ASA in writing when the application is submitted. If written notice is not received by the AHA/ASA 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:

Use of the Association's symbol or logotype The American Heart Association's insignia, heart and torch logo, logotype or other identifying marks may not be used by exhibitor in its 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. Exhibitors may simply and factually refer to their presence at the AHA meeting using AHA's name in non-stylized font only. No endorsement by the AHA of the exhibitor or its goods or services, expressed or implied, is permitted or intended.

Embargo Policy: The American Heart Association/American Stroke 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/American Stroke Association restricts embargoed information from becoming public until the abstract, poster or plenary session is presented at Scientific Sessions/International Stroke Conference. These times are listed in the American Heart Association/American Stroke Association Scientific Sessions/International Stroke Conference 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/International Stroke Conference presentation or American Heart Association/American Stroke 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)