Arrhythmia Alliance
Cardiac Update
Meetings 2020

SPONSORSHIP OPPORTUNITIES

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Arrhythmia Alliance

Working together to improve the diagnosis, treatment and quality of life for all those affected by arrhythmias.

Who are we?

Arrhythmia Alliance (A-A) is a coalition of charities, patient groups, patients, carers, medical groups and allied professionals. Although these groups remain independent, they work together under the A-A umbrella to promote timely and effective diagnosis and treatment of arrhythmias. The charity works tirelessly to support innovation and advancements in heart rhythm care. The charity extends far beyond the UK, and has presence in more than forty countries across the globe.

Arrhythmia Alliance was launched in 2004 to raise awareness and highlight the deficiencies in the treatment and care of arrhythmia sufferers. The charity has established a respected relationship with government and the result is a significant and vital change in government policy.

The charity was fundamental in pushing through one of the most essential policy issues to affect cardiology and cardiac patients, resulting in the inclusion of a new Chapter on Arrhythmias and Sudden Cardiac Death in the National Service Framework (NSF). Before lobbying began, the word ‘arrhythmia’ was mentioned only once in the NSF for Coronary Heart Disease; there were no guidelines dictating diagnosis, treatment or care for those with heart rhythm disorders relating to the ‘electrics’ of the heart. Arrhythmia Alliance is now influencing government with lobbying efforts to make pulse checks a standard procedure for all doctor appointment visits in the UK.
ARRHYTHMIA ALLIANCE
CARDIAC UPDATE MEETINGS 2020

Through 15 Cardiac Update Meetings across the UK we aim to continue our efforts from 2019 to increase the awareness of arrhythmias and their effects to primary, secondary and tertiary care.

Dates for A&A Cardiac Update Meeting Roadshow:

<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
<th>Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winchester</td>
<td>5&lt;sup&gt;th&lt;/sup&gt; March</td>
<td>Dr Dominic Kelly</td>
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<tr>
<td>Cardiff</td>
<td>18&lt;sup&gt;th&lt;/sup&gt; March</td>
<td>Dr Fong Leong</td>
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<tr>
<td>Stoke-on-Trent</td>
<td>23&lt;sup&gt;rd&lt;/sup&gt; April</td>
<td>Dr Ashish Patwala</td>
</tr>
<tr>
<td>Glasgow</td>
<td>29&lt;sup&gt;th&lt;/sup&gt; April</td>
<td>Professor Derek Connelly</td>
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<tr>
<td>London</td>
<td>14&lt;sup&gt;th&lt;/sup&gt; May</td>
<td>Dr Shouvik Haldar</td>
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<tr>
<td>Inverness</td>
<td>20&lt;sup&gt;th&lt;/sup&gt; May</td>
<td>Professor Stephen Leslie &amp; Shona Fraser</td>
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<tr>
<td>Northampton</td>
<td>28&lt;sup&gt;th&lt;/sup&gt; May</td>
<td>Dr Michala Pedersen</td>
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www.heartrhythmalliance.org
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<tr>
<td>Chichester</td>
<td>4th June</td>
<td>Dr Mark Tanner</td>
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<tr>
<td>Peterborough</td>
<td>10th June</td>
<td>Dr Brian Gordon &amp; Catherine Laventure</td>
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<tr>
<td>Oxford</td>
<td>11th June</td>
<td>Dr Kim Rajappan</td>
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<tr>
<td>Newcastle</td>
<td>15th June</td>
<td>Dr Moloy Das &amp; Dr Stephen Murray</td>
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<td>Birmingham</td>
<td>24th June</td>
<td>Dr Derek Connolly</td>
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<tr>
<td>Leeds</td>
<td>25th June</td>
<td>Dr Muzahir Tayebjee</td>
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<tr>
<td>Leicester</td>
<td>1st July</td>
<td>Professor Andre Ng</td>
</tr>
<tr>
<td>Middlesbrough</td>
<td>15th July</td>
<td>Dr Andy Turley &amp; Professor Nick Linker</td>
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www.hearrhythmalliance.org
Why exhibit at A-A Cardiac Update Meetings?

Showcase new products

Current & potential customers in one location

Gain brand exposure

Gain greater knowledge of your market

Opportunity to be a part of the localised arrhythmia events in the UK

Opportunity to network & build new partnerships

“Really helped with networking for future projects that may be undertaken.”
Liverpool 2019 Delegate

“Friendly and informative stands, I learned a lot.”
Oxford 2019 Delegate

“Very useful information, and lots of it... the exhibitors were very helpful and friendly introducing me to an online learning resource. Informed me of how I can order information leaflets for clinics helping patients.”
Coventry 2019 Delegate

“A lot of useful leaflets containing many contemporary and useful info. One table displayed some interesting devices which gave me some valuable insight into the pacing field.”
Cambridge 2019 Delegate

www.heartrhythmalliance.org
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<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>COST</th>
<th>PACKAGE INCLUDES</th>
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</thead>
<tbody>
<tr>
<td>Exhibition cost at Arrhythmia Alliance Cardiac Update Meeting</td>
<td><strong>£750 + VAT</strong> per meeting</td>
<td>♥ An exhibition table will be provided with complimentary passes for two attendees (including refreshments and lunch)</td>
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<tr>
<td></td>
<td><strong>£500 + VAT</strong> if you sponsor six or more meetings</td>
<td>♥ Exhibitor logo and link to website on the Arrhythmia Alliance, AF Association and STARS websites</td>
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**DOWNLOAD THE SPONSORSHIP BOOKING FORM**

[www.heartrhythmallowiance.org](http://www.heartrhythmallowiance.org)
The UK’s largest annual arrhythmia specialist event offers an unrivalled opportunity for healthcare professionals, commissioners and service providers with an interest in the management of arrhythmias to network and share knowledge, experience and innovation.

**Key 2020 Exhibitor Opportunities**

During our two global awareness weeks: The Arrhythmia Alliance World Heart Rhythm Week & The AF Association Global AF Aware Week, we invite Members of Parliament, Healthcare Professionals & Patients (around 200 for each event) every year to the Palace of Westminster. This is a great opportunity to exhibit to a wide range of delegate within the House of Commons.

**WORLD HEART RHYTHM WEEK**

**SAVE THE DATE**

1 - 7 JUNE 2020

**GLOBAL AF AWARE WEEK**

**SAVE THE DATE**

16 - 22 NOVEMBER 2020

[www.gafaw.org](http://www.gafaw.org)
2020 Syncope Meetings

STARS London Syncope Meeting
Royal College of Physicians
11 St Andrews Place, London, Friday 5 June 2020

Programme Director
Dr Nicholas Gall

STARS North West Syncope Symposium
With an aim of sharing the latest in the diagnosis and management of syncope, the STARS North West Syncope Symposium invites Cardiologists, Electrophysiologists, ED Physicians, Neurologists and Stroke Specialists, Care of the Elderly and Fall Specialists, GPs and GPIS, Trainee Doctors, Specialist Nurses, Cardiac Physiologists and Arrhythmia Nurses as well as all other healthcare professionals to attend.

For more information regarding the 2020 agenda, visit: www.stars.org.uk | email: info@stars.org.uk | call: 01789 867503

• An update on syncope management from the year
• Novel approaches in syncope diagnosis and treatment
• Highlighting the importance of multi-disciplinary working in collapses of uncertain cause

www.heartrhythmalliance.org
Terms & Conditions

Booking & Payment
Stand Bookings Payment Terms
Sponsors must complete, sign and return the booking form; no application will be considered valid until a signed booking form is received. A booking is only confirmed when accepted by the Organiser in writing. Your package will be invoiced on receipt of a booking form and must be paid within 30 days of the invoice date or prior to the meeting date whichever is earliest. We will exercise the right to claim interest of 8.5% per day from the first day after our normal credit terms of 30 days has passed. The interest will continue to accrue daily until the original invoice has been paid, the total interest when invoiced will be payable immediately.

Cancellation
All cancellations must be made in writing. Cancellations made more than 6 months prior to the Cardiac Update Meeting the Sponsor will be refunded all payments less 10% administrative fee. Cancellations made after that time and up to 3 months prior to the Cardiac Update Meeting, the Sponsor will be liable to pay 50% of their package price. If notification of cancellation is received within 3 months of the Cardiac Update Meeting, the Sponsor will be liable for payment of the total package price.

Postponement or Abandonment
The Sponsor shall have no claim against the Organiser in respect of any loss or damage caused by the prevention, postponement or abandonment of the Cardiac Update Meeting, for reasons beyond the control of the Organiser. Such obstacles and hindrances include, but are not limited to, the outbreak of war, act of terrorism, civil riots, governmental or other obstacles for the freedom of travel, union actions, natural disasters, fire, flooding and any other circumstances that fall within the meaning of the above.

Delegate Lists
Due to our data protection policy, we do not distribute our meeting delegate lists; this has been the charity’s policy for a number of years however we will provide an occupational breakdown upon request.

Full terms and conditions will be found on our booking form.

www.heartrhythmalliance.org
Book your exhibition space today

Please email s.kempton@heartrhythmalliance.org

www.heartrhythmalliance.org
01789 867523

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