



innovators at heart

HRX LIVE 2025
Atlanta, GA
September 4-6, 2025

Driving Innovation

Innovation is in our DNA.

HRX and its partners have a common goal: to **push the boundaries of cardiovascular medicine and transform patient care as we know it**. We are proud of our role as a convener for conversation around developing novel cardiovascular innovations and implementing them in clinical practice.

At HRX, our commitment to innovation and to connecting thought leaders, clinicians, entrepreneurs, and scientists has been demonstrated by the HRX Live experience. The community of innovators we serve is making discoveries and breakthroughs that improve the lives of patients with heart rhythm disorders.

HRX brings together these leaders to accelerate innovation and drive progress in cardiovascular medicine. With our industry partners, we are building a vibrant ecosystem that fuels the healthcare community with insights and guidance. Our **newly launched HRX Innovation Hub** gives all innovators and stakeholders a platform where the conversation can continue year-round. This digital community will build on the ideas generated at HRX Live, thrive through industry and clinical participation, and guide discussions at future HRX events.

Join us in bringing innovation to life and improving patient care.

We invite you to support the HRX innovation community today!

ExperienceHRX.com





Save the Date & Secure Your Space HRX Live 2025

Commit to Shaping Tomorrow, Today.

Inspired by the pace and power of technology, HRX emerged in 2022 with a vision: to assemble the sharpest intellects from the worlds of medicine, technology, government, and business in **one room**. The goal then, as it remains now, is to cultivate an environment like no other—one that fosters unrestrained ideation, uninhibited engagement, and inspired collaboration.

HRX is committed to continuously evolving this intentionally unconventional convening. With ongoing and welcome feedback from our partners and participants, HRX Live 2025 will include added engagement opportunities, more late-breaking science and discussions on what's next in electrophysiology and the broader cardiovascular medicine community.

Join the Heart Rhythm Society and its community of innovation partners. Be part of the driving force advancing innovation in cardiovascular medicine. By renewing your partnership now, you secure your place at the forefront of this evolving convening, ensuring maximum visibility and engagement with this influential HRX community.

Innovation partners acting by **September 30, 2024**, will sign on at 2024 rates and have access to exclusive benefits, year-round updates, and the opportunity to **collaborate on one complimentary podcast** as an exclusive feature on the HRX Innovation Hub.

We invite you to participate in HRX Live 2025. Experience a gathering of brilliant clinicians, researchers, engineers, developers, investors, entrepreneurs, nonprofits, government officials, and patient advocates. Be among those driving innovation and shaping the future.

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The innovators who make it happen

Leading the HRX Live 2025 Production Team

HRX Live 2025 heads back to Atlanta September 4-6, 2025. Stay tuned for announcement of the full HRX Live 2025 Production Team.

Meet the HRX Live 2025 Producers:



Suneet Mittal, MD, FHRP
HRX Live 2025
Executive Producer



Jonathan Piccini, MD, MHS, FHRP
HRX Live 2025
Co-Producer

“Attending HRX was a transformative experience for Vantari VR. HRX provides an intimate gathering of brilliant minds who are truly innovating in every sense of the word. It’s a must-attend conference for any innovative company, cardiologist, strategist, engineer, or innovator dedicated to advancing cardiac health.”

~ Jay Khalon, Vantari VR

HRX Live 2025 Innovation Partnerships

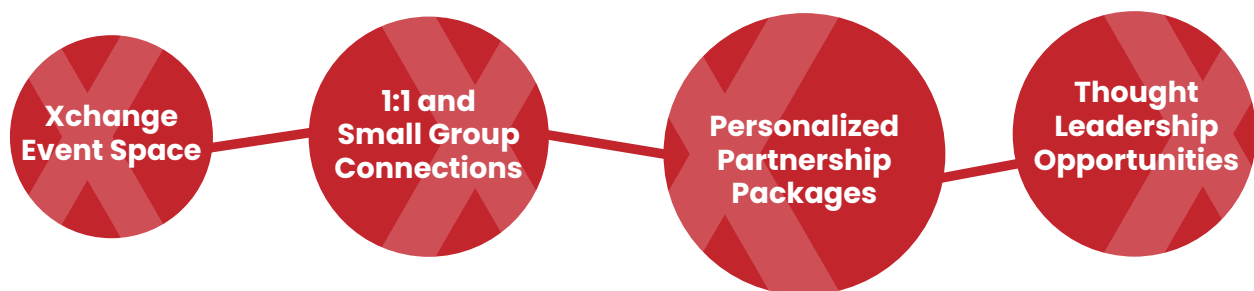
Driving cardiovascular innovation through your support

HRX Live 2025

What to expect from your partnership

HRX Innovation Partners enjoy the following benefits with HRX Live 2025 participation:

- **Full access to all sessions and roundtables** with headsets for live audio from anywhere in the Xchange
- Attendance to **HRX Live 2025 Pitch Competition, AbstracX presentations** and **HRX Xchange networking**
- Opportunities to engage with representatives from the **FDA, NIH, and USPTO**
- Opportunities to network, meet and connect with **global key opinion leaders and influencers in the CV medicine space**
- Access to all **receptions, happy hours, and lunches** at no additional cost.
- **Exclusive access to the HRX Innovation Hub**, a year-round innovation community. The extent of these benefits varies based on the level of support.



Ready to secure your HRX Live 2025 presence?
Scan here and share your excitement.



Securing your Xchange address

Real estate for your HRX Live 2025 Home

To kick off your HRX Innovation Partnership, the initial step is to secure your Xchange address at HRX Live 2025. The HRX team will work with you to pinpoint the ideal real estate that aligns with your objectives. Furthermore, they will help you explore additional engagement possibilities at HRX and within the HRX Innovation Hub. Innovation

Partners committing on or before September 30, 2024, will have the opportunity to partner on one complementary podcast for the HRX Innovation Hub.

Your HRX home	Studio	Condo	House	Resort	Island	Resort	Island
Qualification	Pre-series A Funded	Series A Funded	Pre-series B and Beyond Funded				
Investment	\$5,000	\$7,500	\$10,000	\$40,000	\$80,000	\$25,000	\$50,000
Space type	Turnkey					Sponsor-owned	
Dimensions	5 x 10	7.5 x 10	10 x 10	10 x 20	20 x 20	10 x 20	20 x 20
Lot size (sq ft)	50	75	100	200	400	200	400
Tables/chairs	1/2	1/4	1/4				
Power outlet	1	1	1	1	1	1	1
Display monitor			1	1	1	1	1
Wi-Fi	■	■	■	■	■	■	■
Complimentary registration (value)	1 (\$950)	2 (\$1,900)	2 (\$1,900)	6 (\$5,700)	10 (\$9,500)	6 (\$5,700)	10 (\$9,500)
Logo on HRX website	■	■	■	■	■	■	■
Mobile app listing	■	■	■	■	■	■	■
Inclusion in HRX promotional emails	■	■	■	■	■	■	■
Sponsor spotlight on LinkedIn				■	■	■	■
Shared sponsor post on LinkedIn				■	■	■	■
HRStv feature interview				■	■	■	■
Mobile app push notification onsite					■	■	■
Pre-event sponsored-by email w/ banner ad					■	■	■
Banner ad on HRX website					■	■	■
Speaking opportunity				■	■	■	■
Complimentary one-year access to HRX Innovation Hub	All HRX registrants			Up to 35 staff members			

Enhance your HRX experience

Supplemental live event activations

Enhance your HRX experience by amplifying visibility for your innovation and brand—pre, during, and post-event. These exclusive opportunities are open to all HRX Innovation Partners with secured space on the Xchange. Availability is limited and demand is high. Connect with the HRX team to select the activations to elevate your plan.

Activation	Description	Price
ConneXions Lounge	The ConneXions Lounge is a dedicated space to foster conneXions, collaboration and deepen existing relationships. This exclusive partnership will play a pivotal role in creating an environment where meaningful conneXions are built.	\$25,000
Happy Hour	HRX's relaxed and engaging environment is designed to foster meaningful connections among industry professionals and the leaders of CV medicine. The HRX Happy Hour(s) showcase your company's commitment to industry engagement and connection, and as a sponsor, you'll position your company at the center of the conversation.	\$25,000
AbstracX Happy Hour	Step into the spotlight and serve as host for a rapid-fire presentation of significant clinical and translational research findings by category. The AbstracX happy hour includes facilitation of multiple hubs abstract authors present while attendees enjoy a signature drink named by the supporting partner. Remarks from partner available at the beginning of the event.	\$25,000
Lunch	Become the centerpiece of HRX by sponsoring our exclusive lunch event(s), a key highlight designed to facilitate networking and engagement in a relaxed and convivial setting. As the Lunch Sponsor, your organization will enjoy prominent visibility, curated access to KOLs and direct interaction with attendees, enhancing your brand's profile and influence within the HRX community.	\$15,000
Networking Breaks	Showcase your branding throughout multiple networking breaks on main stage screens in the Xchange and receive recognition in event communications and social media. Includes reserved table for networking breaks and curated invites to HRX KOLs of choice.	\$15,000
HRStv Onsite Interview	Opportunity to collaborate on a 10-minute featured interview for HRStv to be <u>recorded onsite</u> . The interview will be showcased on HRStv for three months following the HRX event, along with a year-long video content license.	\$12,000
Innovation Partner Roundtable	Unlock the power of tailored insights and collaborate with HRX to define a specific theme or issue crucial to your business. Whether it's emerging market trends, innovative technologies, or sector-specific challenges, we tailor the intimate discussion and KOL invitations to address your interests.	\$10,000

Pricing available through 12/31/24.

Activation	Description	Price
Take the Stage	This is your moment to shine. 'Take the Stage' offers your company the chance to deliver a 10-minute pitch or product demo on the main stage during a lunch break. It's an excellent opportunity to attract your target audience to a specific area and showcase your company's offerings in an engaging setting that will captivate the audience. The presentation requires pre-approval by the HRX production team.	\$7,500
Dedicated Email to Attendees	Dedicated email to registered HRX attendees (on agreed upon date).	\$1,500
LinkedIn Featured Post	Reach 34,000+ connections with a featured post on the Heart Rhythm Society's LinkedIn feed.	\$500

HRX Innovation Hub

What to expect from your support

The HRX Innovation Hub is a place where industry innovators harness the power of the Heart Rhythm Society's member innovators. Within this vibrant community, forward-thinkers share ideas, collaborate with like-minded partners, and tap into the wisdom of thought leaders year-round. Our HRX Innovation Partners have exclusive access to it all—from educational programs to encounters that elevate your brand and foster meaningful connections within the HRX ecosystem.

Like innovation, the HRX Innovation Hub is always changing. Check out the current content by scanning the QR code. If you are interested in learning more about content collaboration opportunities, reach out to Sponsorship@HRSONline.org.



A year-round HRX experience

HRX Innovation Hub activations

Fostering innovation demands dedication 365 days a year. HRX Innovation Partners are encouraged to engage year-round as part of the HRX Innovation Hub. **We welcome your collaboration and invite you to explore new, unconventional ways to work with HRX.**

Activation	Description	Price
Women INnovation	Building on the spirit of inclusion, Women INnovation extends beyond single events to foster a vibrant, hybrid community. Innovation Partners will host quarterly virtual meet-ups that ensure continuous engagement and interaction among participants, along with potential in-person gatherings in conjunction with other HRS events, such as the annual meeting, HRX, or regional educational opportunities, enhancing networking and learning experiences.	\$25,000*
Innovation Roundtable	Curated engagement opportunities designed to promote discussion, feedback and thought leadership with key opinion leaders. You select the host, and HRX leaders serve as moderators and panelists, with the recorded session being made available on the Innovation Hub for year-round access. Partners also receive a copy of the final recording for company promotional purposes.	\$10,000**
Innovation Webinar	Collaborate with our content team to create a digital event for a targeted audience. Design an enriching and educational webinar for the HRS community and license the content for distribution across your media platforms. All programs undergo rigorous review and require approval.	\$10,000**
Innovation Podcast	Bring fresh educational opportunities to the HRS community. Collaborate with our content team to develop timely and relevant content for the HRX Innovation Hub, showcasing cutting-edge innovations in cardiovascular care to our podcast's 5,000+ listeners.	\$5,000**
Licensing Opportunities	HRX Licensing offers an opportunity to collaborate with the HRX team on content capture opportunities, both at HRX Live and on the HRX Innovation Hub, allowing partners to use this content for their marketing efforts. Partners who engage in a licensing agreement with HRS will have the opportunity to use the captured content, branded with HRX and the Partner logo, for marketing and publicity purposes. The licensed content will also be available via the HRX Innovation Hub.	\$5,000
Partner-owned Content	Have educational content related to your innovation ready for viewing? Share it with HRX (pending approval) and make it available via the HRX Innovation Hub!	\$2,500

* *Annually*
 ** *Per episode*

Join us again in Atlanta!

Where innovation takes flight

Heading into its fourth year, HRX is stepping up its game as it convenes innovators worldwide for a uniquely immersive forum, all within one magnificent space.

The convergence of innovation and inspiration unfolds in the vibrant heart of downtown Atlanta, where progress and creativity thrive. Setting the stage for HRX Live 2025 is, once again, the exquisite **Signia by Hilton Atlanta**, a contemporary hotel boasting endless amenities and Georgia's largest ballroom. This beautifully reimagined venue offers stunning views of the Mercedes-Benz Stadium and Atlanta's dynamic Westside district, making it the perfect backdrop for HRX Live 2025.

We hope to see you in Atlanta next year, where we'll continue shape the future of cardiovascular medicine.

September 4-6, 2025

[ExperienceHRX.com](https://www.ExperienceHRX.com)