

2025 EXHIBITOR PROSPECTUS



AFiB WESTERN
ATRIAL FIBRILLATION
SYMPOSIUM

**FEBRUARY 27–MARCH 1
SALT LAKE CITY, UTAH**

westernaf.com

| HMP Global |

2025 Western AFiB Sponsorship Prospectus



The Western Atrial Fibrillation Symposium, now in its 18th year, is an internationally recognized meeting focused on improving outcomes worldwide. This 3-day event will revolutionize the way clinicians approach AFib and related healthcare issues.

Western AFib draws hundreds of specialists from around the globe, including electrophysiologists, cardiologists, cardiothoracic surgeons, primary care physicians, EP lab allied health professionals, and others interested in AFib innovations at all levels, including fellows and students.

We offer numerous opportunities for exhibitors and sponsors to market and showcase their products and services to key decision makers in the field, with premium and high-traffic advertising locations.

We encourage you to team up with us at Western AFib for this great networking opportunity!

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Conference Details

Location	Park City, Utah
Conference Dates	February 23–24, 2024
Total Attendance	373

Attendance by Title

Physician	50%
Industry	24%
Fellow/Resident/Student	13%
Allied Health Professional	10%
Other	3%

Physician Specialty

Electrophysiology	79%
Cardiology	12%
Other	9%

Fellow/Resident Specialty

Electrophysiology	64%
Cardiology	27%
Internal Medicine	6%
Other	3%

Attendance by Country

US	95%
OUS	5%

Attendance by Recurrence

First Time	54%
Returning	46%

Attendance by Years of Practice

Under 5 Years	14%
5–10 Years	24%
11–20 Years	24%
21–30 Years	26%
31+ Years	12%





2025 EXHIBIT HALL HOURS*

Thursday, February 27	
NEW! Exhibit Hall Opening Reception	6:00 PM–7:30 PM
Friday, February 28	10:30 AM–3:30 PM
Saturday, March 1	10:30 AM–2:05 PM

Exhibitor Move-In

Wednesday, February 26	4:00 PM–6:00 PM
Thursday, February 27	8:00 AM–4:00 PM

Exhibitor Move-Out

Saturday, March 1	2:15 PM–5:00 PM
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*Dates/hours are subject to change.

EXHIBITOR BENEFITS

- › 10'x10' booth with draped table, 2 chairs, and wastebasket
- › Badges with access to all educational sessions and the Exhibit Hall (badge quantity based on booth package)
- › Refreshment breaks to be served daily in the Exhibit Hall

NOTE: Special furniture needs to be ordered through Arata Exposition. Power is not included in the booth package and must be ordered through the Hyatt Regency Salt Lake City. Ordering details to be included in the Exhibitor Kit.

BADGE POLICY

All company representatives must be registered for the conference. You will receive a link to register company representatives after the completed Exhibitor Space Application is received. A badge is required at all times during Western AFib for admission into the Exhibit Hall and educational sessions. Registrations/badges beyond your allotment may be purchased online for \$850 each.

SHIPPING INFORMATION

All exhibitors must ship their materials directly to Arata Expositions. Neither the hotel nor the conference will be responsible for ANY items you inadvertently ship to the hotel. Shipping information will be available closer to the show date.

PAYMENTS

Exhibit registration and final payment must be received by October 25, 2024, or the exhibit space will be reassigned and the exhibitor will forfeit all deposits paid to date.

Checks must be made payable to HMP and mailed along with the Exhibitor Space Application to HMP, P.O. Box 22151, New York, NY 10087-2151

BEWARE OF UNAUTHORIZED LIST RENTAL SOLICITATIONS

Western AFib does not sell its attendee/exhibitor email lists. If you receive an offer to sell attendee/exhibitor lists, IT IS A SCAM. If you receive this type of email, please forward to rdennick@hmpglobal.com.



INDUSTRY EVENTS

Exhibitors may conduct social functions or meetings during Western AFib as long as they do not conflict with published conference hours for educational sessions, exhibit hall, and/or industry-sponsored events. To request space, please contact Kristen Brahier at kbrahier@hmpglobal.com. The price is \$2,200 per room per day.

CONFERENCE HOTEL

Hyatt Regency Salt Lake City
170 South West Temple
Salt Lake City, Utah 84101

BEWARE OF UNAUTHORIZED HOTEL SOLICITATIONS

HMP Global is the official housing provider for Western AFib. Solicitation of hotel reservations from any housing provider other than HMP Global or Western AFib is not approved by Western AFib. Hotel reservations being offered by unaffiliated organizations may appear to be for lower rates; however, they may be illegitimate. Please report any unauthorized solicitations to Kim McLaughlin at kmclaughlin@hmpglobal.com, so that she can send a cease and desist letter and report them to the Federal Communications Commission (FCC). Please note that rooms booked through any other source are at your own risk.



SPECIAL Conference Rate

**\$299/night for single/double
occupancy, plus tax.**

**Deadline to reserve a room
at the discounted rate is
Wednesday, January 22, 2025.**

PAST SUPPORTERS

Abbott

AltaThera Pharmaceuticals

AtriCure

Attune

AuSt Development

Bardy

Biosense Webster

Biotronik

Boston Scientific

CardioFocus

CIRCA Scientific

Haemonetics

Impulse Dynamics

iRhythm

Janssen Pharmaceuticals

Medtronic

Murj

Nubbo

Octagos Health

PaceMate

Philips

Rhythmmedix

Sanofi

Siemens Healthineers



SUPPORT LEVELS

OLYMPUS

\$125,000

10' x 20' Exhibit Booth, 12 Badges, Conference Guide Ad, 2 eBlasts, 2 Push Notifications, Bag Insert, Choice of 2 Premium Sponsorships*, Banner Ad on WAF Today daily emails, 3 Tickets to VIP Faculty Reception, Listing on all WAF conference materials

EVEREST

\$100,000

10' x 20' Exhibit Booth, 10 Badges, Conference Guide Ad, eBlast, 2 Push Notifications, Bag Insert, Choice of 1 Premium Sponsorship*, 3 Tickets to VIP Faculty Reception, Listing on all WAF conference materials

ANDES

\$80,000

10' x 10' Exhibit Booth, 8 Badges, Conference Guide Ad, eBlast, 2 Push Notifications, Bag Insert, 1 Coffee Break, 1 Seat at VIP Faculty Reception, Listing on all WAF conference materials

MCKINLEY

\$40,000

10' x 10' Exhibit Booth, 5 Badges, Conference Guide Ad, eBlast, Push Notification, Bag Insert, Listing on all WAF Conference materials

KILIMANJARO

\$25,000

10' x 10' Exhibit Booth, 3 Badges, eBlast, Push Notification, Listing on all WAF conference materials

EXHIBIT ONLY

\$7,000

Exhibit Booth, 2 Badges, Listing on all WAF conference materials

NETWORKING LOUNGE

\$40,000

Secure this unique space on the same floor as the conference for one-on-one meetings with attendees or staff. Includes 2 plasma screens to display company logo or branding and column wraps within the space.

REGENCY FOYER COLUMN WRAPS

Located on the 4th floor, there are up to 14 opportunities for branding in an area where attendees spend time. The column cling measures approximately 113.5" W x 192.5" H, surrounding the column and providing 360° visibility to attendees throughout the main meeting space. The sponsor must provide custom artwork as an electronic file. Confirmation will include specs and artwork deadlines. Western AFib will manage production and on-site logistics, including installation.

Two (2) Columns = **\$20,000**

Four (4) Columns = **\$38,000**

Six (6) Columns = **\$54,000**

Eight (8) Columns = **\$68,000**

Ten (10) Columns = **\$80,000**

Twelve (12) Columns = **\$90,000**

EXCLUSIVE SPONSORSHIP (all 14 columns) = **\$98,000**

REGENCY FORYER, ELEVATOR DOORS (EXTERIOR ONLY)

\$25,000

Place your message on the three (3) sets of elevator doors on the 4th floor and ensure that it is seen by all attendees. Sponsorship is for the exterior doors only and includes a large floor cling (120" X 50"). The sponsor must provide custom artwork as an electronic file. Confirmation will include specs and artwork deadlines. Western AFib will manage production and on-site logistics, including installation.



PREMIUM

REGENCY FOYER FLOOR GRAPHIC

\$17,500

Share your message by advertising on a floor decal located in high-traffic areas of the conference. The floor decal is approximately 311" x 69". The sponsor must provide custom artwork as an electronic file. Confirmation will include specs and artwork deadlines. Western AFib will manage production and on-site logistics, including installation.

PREMIUM

REGENCY FOYER, WINDOW CLINGS

This unique opportunity offers you a chance to stand out from the crowd. Your brand will be hard to miss on one, or several, of the window cling opportunities on the 4th floor. The sponsor must provide custom artwork as an electronic file. Confirmation will include specs and artwork deadlines. Western AFib will manage production and on-site logistics, including installation.

Four (4) windows = **\$10,000**

Eight (8) windows = **\$16,000**



PREMIUM

REGISTRATION CLING

\$15,000

Brand your message for all attendees to see on the ceiling above the Western AFib registration desk. The sponsor must provide custom artwork as an electronic file. Confirmation will include specs and artwork deadlines. Western AFib will manage production and on-site logistics, including installation.



ESCALATOR PACKAGE

\$45,000

Leading from the 3rd to 4th floor, the escalator package is a great way to increase excitement about and visibility for your company and/or booth before an attendee gets to the main meeting space. The escalator package includes four (4) railings (2 external, 2 internal), the glass surround on the 4th floor and the landing on the 4th floor. The sponsor must provide custom artwork as an electronic file. Confirmation will include specs and artwork deadlines. Western AFib will manage production and on-site logistics, including installation.



PREMIUM

HIGHTOP TABLE CLINGS (qty 10)

\$15,000

Brand your message for all attendees and exhibitors to see on ten (10) tables throughout the Exhibit Hall. The sponsor must provide custom artwork as an electronic file. Confirmation will include specs and artwork deadlines. Western AFib will manage production and on-site logistics, including installation.



OPEN AIR STUDIO

Rent time in our studio at Western AFib for physician interviews, roundtables, and conversations to produce high-quality, year-round content with our on-site Western AFib faculty.

30 minutes = **\$10,000**

60 minutes = **\$20,000**



BAG INSERTS**\$2,500**

Place a custom insert in the Western AFib bags, which are distributed to attendees as they check in at registration. Materials can be up to 8.5"x11" and single- or double-sided. Materials must be shipped by the sponsor to the advance warehouse.

**CONFERENCE BAG****\$6,000**

Place your company logo on the conference bag distributed to all attendees at registration. The sponsor must provide custom artwork as an electronic file. Confirmation will include specs and specific deadlines. Western AFib will manage production and on-site logistics.



HOTEL ROOM KEYCARDS

\$17,500

Personalize the host hotel room keys with your logo or message. The sponsor must provide custom artwork as an electronic file. Confirmation will include specs and artwork deadlines. Western AFib will manage production and on-site logistics, including installation.



PREMIUM

ELECTRONIC READER BOARDS

\$16,000

Display your message on one of the three (3) 55" electronic reader boards located on the main conference space of the hotel in high-traffic areas. Confirmation will include specs and specific deadlines.



A LA CARTE OPPORTUNITIES

Lanyards \$12,500

Mobile App Sole Sponsorship \$15,000

eBlast to EPLD and WAF List \$7,500

Push Notification \$2,500

Sole Sponsorship of WAF Newsroom on EPLD (includes roadblock advertisements and banner advertisements on e-newsletters): \$15,000



EXHIBITOR SPACE APPLICATION

Subsidiaries of one company may have more than one name. Unaffiliated companies may not have a combined listing.

EXHIBITING COMPANY INFORMATION (Please complete as it should appear in the conference guide.)

Company Name: _____

Address: _____

City: _____ State: _____ ZIP/Postal Code: _____

Phone: _____

Website: _____

Product to be displayed: _____

We prefer NOT to be next to or across the aisle from: _____

EXHIBIT CONTACT (Person to whom all exhibit-related information should be sent. Communication will be via email.)

Name: _____ Title: _____

Email: _____ Phone: _____

EXHIBIT

10' x 10' booth: \$7,000
Includes 2 badges

10' x 20' booth: \$14,000
Includes 4 badges

20' x 20' booth: \$25,000
Includes 8 badges

All booths include 6' draped table with 2 chairs and a wastebasket.

1st Choice #: _____ 2nd Choice #: _____ 3rd Choice #: _____

Total Cost: _____ **Assigned Booth Number (office use only):** _____

PAYMENT INFORMATION

We agree to pay the total booth cost. Exhibit application and final payment must be received by October 25, 2024, or the exhibit space will be reassigned and the exhibitor will forfeit deposits paid to date.

A 3% administrative fee will be applied to all credit card payments.

Check in the amount of \$ _____ payable to HMP Education, P.O. Box 22151, New York, NY 10087-2151

Charge in the amount of \$ _____ VISA Mastercard American Express Discover

Credit Card Number _____ Exp. Date ____/____ Security Code _____

Cardholder Name _____

CANCELLATIONS

Requests for cancellations of reserved exhibit space must be submitted in writing to rdennick@hmpglobal.com. Refunds will be granted, less a 50% administrative fee, for requests received on or before October 25, 2024. After this date, refunds for reserved space will not be granted.

Authorized Signature: _____ Date: _____

Please note that by submitting this form, you understand that your use of this space is subject to the conditions and terms provided, which upon acceptance by Western AFib will become a binding contract between you, as the exhibitor, and Western AFib.

This form indicates the policies and regulations set forth as part of the contract for the conference referenced in this contract, part of HMP Education. Conference Management reserves the sole right to render all interpretations, to amend and enforce these policies and regulations, and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the conference. Conference management reserves the right to decline, prohibit, and/or deny any exhibit or sponsorship that in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

1. Exhibitor's Information Kit A complete Exhibitor's Information Kit containing all the necessary order forms for drayage, electrical service, furniture rental, carpeting, cleaning, etc., will be sent via email to each exhibitor after confirmation of space assignments. The official decorating company of the Event will also provide instructions within the Kit so forms may be processed online.

2. General Exhibit Information All exhibits must be set up by the time and date in the conference Exhibitor Information Kit. The exhibits officially close at the time and date in the Exhibitor Information Kit. No exhibitors may dismantle exhibits until the official closing time. Conference management reserves the right to assign booth space.

3. Exhibitor Services The official decorating and drayage company of the Event will provide and distribute an Exhibitor Information Kit containing literature and rates for all services and equipment. All furnishings and special requirements should be ordered through that decorating company.

4. Display Rules and Regulations The conference follows the [IAEE Guidelines for Display Rules and Regulations](#).

5. Exhibit Coordinator The Exhibitor Information Kit will provide an exhibitor contact. For identified events, the official decorating company will direct and manage all of the following services and will have a service desk in operation at the time of installation and dismantle: Exhibitor's Information Kit distribution, furnishings, labor, rent or exhibit displays, signage, material handling services, and transportation services.

6. Photography in the Exhibit Hall The use of cameras (including but not limited to cell phones, film, digital, video taking, or image or sound capturing) or audio taping equipment is prohibited anywhere during the conference without prior permission from the conference.

7. Subletting of Space The exhibitor agrees that the display will be confined to the area of space reserved and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited.

8. Arrangement of Exhibits The exhibitor agrees to manage his/her exhibits so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of the conference as to what constitutes such obstruction or interferences will be final.

9. Care of Space The exhibitor agrees not to deface, injure, or mar the exhibition hall of the venue, any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein. The exhibitor will be liable to the conference and/or the venue for any damage resulting to such exhibition hall, furniture, and fixtures contained therein, and/or such property placed therein by the conference, which will occur by reason of the commission or omissions of any exhibitor and/or its agents, servants, or employees. The exhibitor will defend and hold harmless the conference from all claims and suits against the conference arising from the aforesaid commissions or omissions of the exhibitor, their agents, servants, or employees. All material used by exhibitors must conform to the requirements of the Fire Department of the city in which the venue is located.

10. Insurance The conference assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of their officers, agents, servants, or employees. Any exhibitor wishing to insure his/her personnel or goods against injury, theft, damage by fire, accident, or other cause must do so at his/her own expense.

11. Security The conference and the venue are not responsible for loss of or damage to exhibitor property. Exhibitors will be required to display proper credentials to gain access to the exhibit floor.

12. Liability The conference will not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the Exhibit Hall or any substantial portion thereof by fire, earthquake, the elements, a public enemy, strikes or other public disorder, impossibility of performance created by lay or any public authority, and/or for any cause beyond its control or the control of the venue.

13. Children Under no circumstances will children under the age of 18 be allowed in the Exhibit Hall during installation or dismantling. For reasons of insurance children are not permitted on the show floor. Because of limited seating capacity and the highly technical nature of the programs, children under the age of 18 are not invited to attend presentations.

14. Shipping Instructions Please ship early and prepay all transportation charges. Collect shipments will not be accepted and all shipments should be labeled with return address. Additional shipping instructions and labels will be provided in the Exhibitor's Information Kit. All shipments should be packed securely and fully prepaid. Bills of lading should be forwarded to the drayage agent when shipment is made. Each exhibitor agrees to ship his/her materials at the company's own risk and expense.

15. Conduct of Exhibits Canvassing or distributing of promotional materials outside the exhibitor's own booth will not be permitted. Conference management reserves the right to monitor and reduce any exhibitor sound system so that it does not interfere with the show and/or other exhibitors. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without the consent of the conference. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. Each exhibitor must make provisions for the safeguarding of his/her goods, materials, equipment, and display at all times, and the exhibitor will indemnify and hold the Conference and the venue harmless against all such claims arising out of Exhibitor's goods, materials, equipment and display. All of the exhibitor's property should be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of the conference or its service contractor.

16. Utilities and Services Rates and data for electrical power, telephone connections, and internet will be provided in the Exhibitor's Information Kit.

17. Booth Relocation Conference management reserves the right to rearrange the floor plan at any time. Conference management reserves the right to relocate exhibitors should it become necessary for causes beyond the control of the conference, or advisable in the best judgment of the conference. After assignment of space, exhibitor agrees to accept relocation to other comparable space if the conference deems such a relocation to be necessary or appropriate.

18. Cancellation by Exhibitor Any cancellation of or reduction in space must be communicated to the conference in writing. Cancellation of or reduction in space in no way relieves Company of its financial obligations as outlined herein. A full one hundred percent (100%) of the total Contract amount will be due for any cancellations received less than six months before the date of the Event as outlined herein. Management may, at its sole discretion, reassign any cancelled space.

19. Cancellation by the Event Organizer In the event that the conference will be cancelled by the conference, the conference will refund the exhibit booth fee(s), including deposit(s), previously paid by Exhibitor, minus any expenses already incurred by the conference. Exhibitor may choose to transfer any remaining balance of fees (after incurred expenses by the conference have been deducted from previously paid fees) to a future live or virtual event, or toward print or digital products. The conference shall be under no liability to the Exhibitor or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the Exhibitor as the result thereof.

20. Changes by the Event Organizer In the event that the conference is postponed or converted to a virtual event by the conference, the conference will transfer all previously paid fees to the new event (live or virtual). Should Sponsor be unable to participate in the postponed or virtual event, previously paid fees will be transferred to a future event, or toward print or digital products. The conference shall be under no liability to the Sponsor or any other person or company in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs, or expenses whatsoever which may be brought against or suffered or incurred by the Sponsor as the result thereof. If the meeting remains in person, but a virtual component is added in by the conference (i.e., Hybrid Event), the refund and transfer policy stated in this clause is not applicable. If the event has not been cancelled in its entirety, a fully executed agreement cannot be cancelled within 90 days of the event.

21. Payment If the conference has not received payment in full before the date of the Event, Company may be refused the opportunity to participate until its financial obligation is satisfied.

a. For any signed Contract received more than six (6) months before the date of the Event outlined herein, Company will remit payment to the conference according to the following schedule:

i. A nonrefundable fifty percent (50%) of the total Contract amount is due upon signing this Contract. Payment not made via credit card upon signing this Contract will be invoiced. Payment must be received by the conference according to the payment terms stated on the Invoice. Until payment is received, conference management may, at its sole discretion, reassign any exhibit space or sponsorship outlined herein.

ii. The remaining fifty percent (50%) of the total Contract amount is due no less than six (6) months before the date of the Event as outlined herein. Payment not made in full via credit card upon signing this Contract will be invoiced. Payment must be received by the conference according to the payment terms stated on the Invoice. Until payment is received, conference management may, at its sole discretion, reassign any exhibit space or sponsorship outlined herein.

b. For any signed Contract received within six (6) months before the date of the Event outlined herein, Company will remit payment to the conference according to the following schedule:

i. A nonrefundable one hundred percent (100%) of the total Contract amount is due upon signing this Contract. Payment not made via credit card upon signing this Contract will be invoiced. Payment must be received by the conference according to the payment terms stated on the Invoice. Until payment is received, conference management may, at its sole discretion, reassign any exhibit space or sponsorship outlined herein.

c. Payment can be made by credit card or by check. A link to the payment portal will be emailed to make payment by credit card or ACH/Wire. Instructions for mailing a check will be on the invoice.

22. Rigging Additional rigging fees may apply for hanging signs in booths. Rates will be provided in the Exhibitor's Information Kit.

23. Intellectual Property Exhibitor grants the conference a limited, nonexclusive, nontransferable license to use exhibitor's name and marks in connection with the Event. Exhibitor may not use the conference's name, trademarks, logos, or research in its booth or in any information it provides to its clients, except to inform clients that it will be participating as an exhibitor or sponsor of the event. The use of the conference logo/name or the event logo/name by exhibitor before, during or after the event is strictly forbidden without the prior written consent of the conference.

24. Decoration The conference shall have full discretion in the placing, arrangement, and appearance of all items displayed by exhibitor and may require the replacing, rearrangement, or redecorating of any item or of any booth, and no liability shall attach to management for costs that may devolve upon exhibitor thereby.

25. Outside Activities Exhibitor shall not conduct any event that will take qualified show attendees from the Event. Exhibitor shall not conduct or sponsor at any time during the Event any off-site hospitality events, including during any Event function such as an official evening networking party, opening Exhibit Hall reception, or similar activities.

26. Lotteries and Contests The operation of games of chance, lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and upon the conference written approval.

27. Admission The conference shall have sole control over admission policies at all times. Booth personnel are restricted to exhibitor's employees and authorized representatives. All exhibitor personnel must wear an Exhibitor badge at all times. Conference management reserves the right to limit the number of booth personnel at any time. Exhibitor's booth must be staffed during Exhibit Hall hours.

Any person who attends an HMP Education or HMP Omnimedia organized event grants permission to HMP Education or HMP Omnimedia, its employees, and agents to record his or her visual/audio images, including, but not limited to, photographs, digital images, voices, sound or video recordings, audio clips, or accompanying written descriptions, and, without notifying such person, to use his or her name and such images for any purpose of HMP Education or HMP Omnimedia, including advertisements for HMP Education or HMP Omnimedia and its programs.

28. Sponsorships/Branding

Exhibitors/Sponsors are prohibited from securing sponsorships, branding or promotional partnerships with any third parties within a five-mile radius of the conference venue. This restriction applies to the duration of the conference and extends to any pre- or post-event activities that may take place in the designated area. Violations of this agreement may result in the immediate termination of sponsorship privileges and the forfeit of any sponsorship fees.

Sponsor and Education Provider

HMP Education

Logistics and Meeting Provider

HMP Omnimedia

CONTACT INFORMATION

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SALT LAKE CITY, UTAH**

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