



September 27 – October 1, 2014
Ritz-Carlton New Orleans



EXHIBITOR PROSPECTUS

Dear Industry Partner:

The SCBT/MR is proud of its rich history in producing premiere educational courses and scientific sessions. Strong corporate involvement helped make the 2013 36th Annual Course very successful and we are very grateful for your support. The SCBT-MR is pleased to provide multiple ways for your organization to be involved in the upcoming Annual Course. This variety of promotional opportunities allows for multiple ways to maximize your visibility and be part of a great and enduring tradition of educational excellence.

Organizational Profile

SCBT-MR was formed in 1977 with a primary goal to educate practicing radiologists in the use of body CT and subsequently body MR. Membership in the Society is open to those physicians involved in the practice of radiology and having an interest in the use of CT and MR.

Organization Mission

The mission of the SCBT-MR is to improve patient care through the appropriate use of CT and MR, fostering innovative research and educating radiologists.

Why Exhibit/Sponsor

Come be part of a cutting edge educational program

Be visible to the key decision makers and leaders who specialize in CT and MR

Showcase your company to over 350 radiologists specializing in CT and MR

Support scientific research and young investigators in the field of body CT and MR

For More Information Contact

SCBT-MR Headquarters

1891 Preston White Drive

Reston, VA 20191-4397

Tel: (703) 476-1117

Fax: (703) 716-4487

Exhibits & Sponsorships

Pamela Plater, CMP, CEM

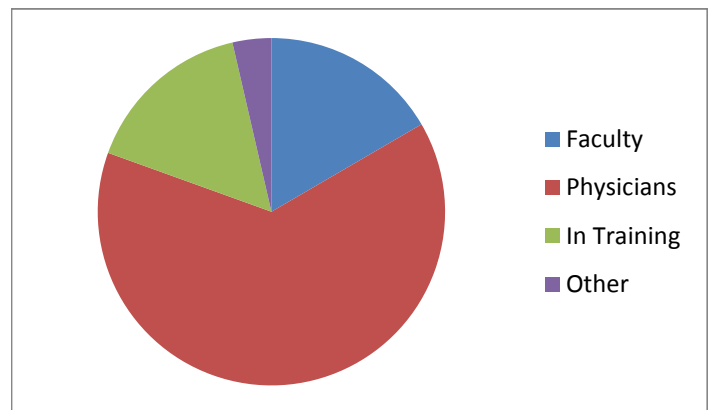
Senior Meeting Manager

SCBT-MR

Tel: (703) 648-8967

Email: pplater@acr.org

SCBT-MR 2013 Meeting Registration



A Word of Thanks

SCBT-MR would like to extend our appreciation to all of the companies that support the Society, its members and the profession.

2013 Corporate Sponsors

Bayer Healthcare

Bracco Diagnostics, Inc.

GE Healthcare

Philips Healthcare

Toshiba America Medical Systems

2013 Exhibitors

American College of Radiology

Bayer Healthcare

Bracco Diagnostics, Inc.

GE Healthcare

Lippincott Williams & Wilkins

Philips Healthcare

Siemens Medical Solutions, USA Inc.

TeraRecon, Inc.

Toshiba America Medical Systems

2014 Annual Course Corporate Promotion & Exhibit Opportunities

****REVISED** CORPORATE PROMOTION OPPORTUNITIES**

\$25,000 Platinum Plus – (Hurry, there are only 2 opportunities to be a platinum plus sponsor!)

Platinum Plus sponsors have the option of choosing one of the support items below or may contact the SCBT-MR to discuss other options.

- Faculty Reception/Dinner (F&B included plus invitation for 2 company representatives)
- OR**
- Non CME Lunch Symposium to include video recording and will be archived on the society website (F&B/AV not included) *Attendance limited. Call for details*

Includes:

- Signage at Event
- Pre Conference Membership List (One time use – Society will send email blast)
- Pre Conference Registration List (One time use – Society will send email blast)
- Post Conference Registration List (one time use – Society will send email blast)
- Invitation for 2 to participate in Corporate Relations Breakfast with SCBT-MR Leadership
- Invitation for 2 to attend the Scientific Research Reception
- Recognition and link on the SCBT-MR website
- 5 non CME registrations
- **NEW** 3 Email messages to society members sent through the SCBT-MR

\$20,000 Platinum

Platinum sponsors have the option of choosing one of the support items below or may contact the SCBT-MR to discuss other options.

- Hotel Guestroom Keycards (Attendee hotel keycard with your company's name imprinted on it)
- Focus Session (20 people limit) (No CME, F&B included, SCBT-MR menu choice AV not included)
- ****Faculty Lunch for one day - includes invite for two representatives (F&B included, SCBT-MR menu choice)**

Includes:

- Signage at Event
- Pre Conference Membership List (One time use – Society will send email blast)
- Pre Conference Registration List (One time use – Society will send email blast)
- Post Conference Registration List (one time use – Society will send email blast)
- Invitation for 2 to participate in Corporate Relations Breakfast with SCBT-MR Leadership
- Invitation for 2 to attend the Scientific Research Reception
- Recognition and link on the SCBT-MR website
- 4 non CME registrations

\$15,000 Gold

Gold sponsors have the option of choosing one of the support items below or may contact the SCBT-MR to discuss other options.

- *Focus Session (20 people) (no CME)
- Breakfast for Registrants for two days (F&B included, SCBT-MR menu choice)

Includes:

- Signage at Event
- Pre Conference Registration List (One time use – Society will send email blast)
- Post Conference Registration List (one time use – Society will send email blast)
- Invitation for 2 to participate in Corporate Relations Breakfast with SCBT-MR Leadership
- Invitation for 2 to attend the Scientific Research Reception
- Napkins with company logo only during breakfast for the days that breakfast is being sponsored
- Recognition and link on the SCBT-MR website
- 3 Non-CME registrations

\$10,000 Silver

Silver sponsors have the option of choosing one of the support items below or may contact the SCBT-MR to discuss other options.

- AM Coffee Break for Registrants for 4 days
- PM Coffee Break for Registrants for 4 days

Includes:

- Signage at Event
- Pre Conference Registration List (One time use – Society will send email blast)
- Post Conference Registration List (One time use – Society will send email blast)
- Invitation for 1 to participate in Corporate Relations Breakfast with SCBT-MR Leadership
- Invitation for 1 to attend the Scientific Research Reception
- Recognition and link on the SCBT-MR website
- 2 non CME registrations

Marketing Advertising Opportunities (call for pricing)

- Door Drop at Hotel
- Flyers in Registration Area
- Charging Station

****Does not include any special room sets or AV equipment rental, electrical, internet and/or food/beverages, other additional costs that may be associated with these events.***

*****Faculty Lunch is NOT a focus session. It is an informal setting for faculty to meet during lunch. Two sponsor representatives will be welcome to attend on an informal basis.***

If there is something that your company would like to sponsor but it is not listed, please contact Pam Plater at pplater@acr.org to discuss the details. We will work with you to create the opportunity that works best for your company.

Exhibit Opportunities

Companies that do not wish to purchase a sponsorship but wish to display their products or equipment can purchase exhibit booth space.

Exhibit Rates: 8' x 10' booth - \$3,500

Exhibit Fee Includes:

- ID Sign
- Listing for 11 months in the online exhibitor directory
- 6ft. Skirted table
- 2 Chairs
- 1 Wastebasket
- 2 Booth Personnel non CME registration
- Participation in the Exhibit Hall traffic activity
- Pre-registration list – one time use only (Society will send email blast)
- Post-conference registration list – one time use only (Society will send email blast)

Set-Up:

Sunday, September 28: Noon – 4:00 pm

Exhibit Hours*:

Sunday, September 28: 5:30 pm – 7:00 pm (Welcome Reception in exhibit hall)

Monday, September 29: 7:00 am – 5:00pm

Tuesday, September 30: 7:00 am – 1:00 pm

****Exhibit Hours subject to change***

Dismantle:

Tuesday, September 30: 1:00 pm – 3:00 pm

Travel Information

Hotel Information

Ritz-Carlton New Orleans

921 Canal Street

New Orleans, LA 70112

Tel: 504-524-1331

Room Rate: \$215.00 per night - Single/Double

Group Code: RMVRMVA (Deluxe King Accommodations)
RMVRMVB (Deluxe Double Accommodations)

Reservation Deadline: Friday, September 5, 2014

For Reservations: Please go online to www.ritzcarlton.com/neworleans and enter the group code for your desired accommodation type or call (800) 826-8987 or (504) 524-1331 and request the group rate for the Society of Computed Body Tomography & Magnetic Resonance.

All reservations will require a guarantee with a major credit card.

Cancellations must be received 3 days (72 hours) prior to arrival date in order to avoid a cancellation fee.

Guests wishing to depart earlier than their reserved check-out date should notify the hotel at or prior to check-in.

SCBT-MR has reserved the appropriate number of sleeping rooms; however, the SCBT-MR cannot guarantee that rooms will be available after the reservation deadline of Friday, September 5, 2014.

Reservations made after Friday, September 5, 2014, will be accepted on a space available basis and may not be at the SCBT-MR group rate.

Hotel Overview

The Ritz-Carlton New Orleans is located on the edge of the French Quarter on Canal Street, one block from Bourbon Street, the Ritz Carlton offers guests easy access to the city's most popular and unique attractions. This distinctive luxury hotel features a 25,000-square-foot destination spa, an acclaimed signature restaurant, and stylish new lounge. The renowned Garden District is nearby, and the Louis Armstrong New Orleans International Airport (MSY) is just minutes away. Guestroom amenities include Italian marble baths, plush terry robes, computer-friendly work desk with ergonomic desk chair, iPod docking station/clock AM/FM alarm and wired and wireless Internet capabilities (guest rates apply).

Local Attractions & Recreation

Local area attractions include the French Quarter, Mardi Gras World, Audubon Institute Insectarium, Audubon Institute Aquarium of the Americas, Audubon Institute Zoo and Magazine Street. For more information about what to do while visiting New Orleans, please visit The New Orleans Visitors & Conventions Bureau website at www.neworleanscvb.com.

Ground Transportation

The Ritz-Carlton New Orleans is located approximately 18 miles from the New Orleans International Airport. The Ritz-Carlton New Orleans is accessible via airport taxi cab service at a cost of approximately \$33 one way.

Americans with Disabilities Act

The SCBT-MR encourages the participation of all people. Individuals requiring auxiliary aids or services identified in the Americans with Disabilities Act should contact Pamela Plater at (800) 227-5463 ext. 4967 or pplater@acr.org.

Exhibitor/Sponsor Show Regulations
Society of Computed Body Tomography & Magnetic Resonance
September 27 – October 1, 2014 (Exhibit Hall September 28-30)
Ritz-Carlton New Orleans

All exhibits must conform to and enhance the professional, educational and instructional atmosphere of the meeting.

1. Exhibit space assignment: will be allocated on a first-paid, first served basis. Priority will be determined by date of receipt of application for space accompanied by required payment. SCBT-MR reserves the right to rearrange the final floor plan based on unsold or unoccupied exhibit space, and confirmed exhibiting company will be given a comparable booth location. In said event all exhibitors will be notified.

2. Payment: Application for space must be accompanied by the full fee in order to guarantee reservation. Exhibiting/sponsoring company will remain responsible for payment of space.

3. Cancellation or reduction of space: For a cancellation or reduction of space after August 8, 2014, 100% of the booth space fee will be retained by the SCBT-MR as liquidated damages. Notification of cancellation must be made in writing to SCBT-MR Exhibit Management via mail Society of Computed Body Tomography & Magnetic Resonance , 1891 Preston White Drive, Reston, VA 20191 or fax (703) 716-4487. The date of the postmark, the fax date stamp, or the date the letter is submitted by a private express service will be the official cancellation date.

If SCBT-MR should be prevented from holding the exhibition for any reason beyond SCBT-MR's control (such as, but not limited to, damage to the building, riots, strikes, acts of government, or acts of God) or if an exhibitor cannot occupy the assigned exhibit space due to reasons beyond SCBT-MR's control, then SCBT-MR has the right to cancel the exhibition or any part thereof, with no further liability to the exhibitor other than a refund of exhibit space fee.

4. Booth Size: The standard booth size is 8' wide by 10' deep unless stated or marked otherwise on the floor plan or in the exhibitor prospectus. All exhibits/tabletops must fit within the confines of their assigned space so as not to impede traffic flow, infringe on the space of other exhibitors, or violate the emergency exit routes set forth by the fire marshal.

5. Sublet: (dependent on show) No exhibitor shall assign, sublet, or share the whole or any part of the space contracted to them. Exhibitors agree to limit the service and/or materials displayed in their exhibit area to those they purvey, except that other proprietary equipment may be used solely for the purpose of demonstrating the materials or services of the exhibitor.

6. Official Contractor/EAC: Any other booth furnishings and equipment must be contracted through the official exhibition service contractor or the hotel/convention center, as indicated in the exhibitor's service kit.

An official service contractor will be appointed for the SCBT-MR. Registered exhibiting companies will receive an exhibitor services kit 2 months prior to the meeting. The exhibitor service kit will contain all necessary information and order forms including; Drayage and shipping, labor regulations and rates, furniture and carpet rentals, electrical, internet and Audiovisual order forms.

Please note: Phone, internet, audio visual, drayage, cleaning/porter services, etc. are NOT included in your exhibit space.

Exhibitors, who wish to use a service contractor other than the official service contractor appointed by SCBT-MR, must obtain advance written approval. The written request must include the contractor's name, address and phone number, name of supervisor to be in attendance and a certificate of insurance. An exception to use an EAC will be granted only if it will not interfere with or prejudice the orderly set-up, interim services, or dismantling of the exhibition. No exception will be granted if it is inconsistent with the commitments made and obligations assumed by SCBT-MR. The written request to use an EAC must be submitted to SCBT-MR Exhibit Management by (Due date). All EAC representatives must obtain badges by checking in at the SCBT-MR Exhibitor Registration Desk. No badges will be issued to EAC companies who are not pre-registered and for whom insurance certificates have not been submitted. It is understood that the EAC shall be cosignatory to and conform to all applicable labor contracts and shall comply with all SCBT-MR exhibit rules and regulations. All employees, representatives or agents representing the exhibitor must be fully identified by official badges. If an exhibitor, with advance written approval from SCBT-MR plans to use a service contractor other than the general services provider appointed by SCBT-MR, the exhibitor must submit to SCBT-MR an original certificate of insurance certifying that the contractor maintains general public liability insurance, in an amount of not less than \$1 million (\$1,000,000) for any one occurrence, against claims for personal injury, death or property damage and that such coverage may not be cancelled or reduced without at least ten (10) days prior written notice to SCBT-MR.

7. Requirements/Regulations: SCBT-MR reserves the right to impose limitation on noise levels and any other method of operation which becomes objectionable. Any distribution of literature or samples shall be limited to the exhibitor's booth.

Exhibitors may not interfere with collateral (literature) that is not produced by said exhibitor. Violation of this will result in cancellation of exhibit space during show without refund. The use of music, dancers, mimes or other similar entertainment will not be permitted in the exhibit hall.

Distribution of food other than hard candy or similar items will not be permitted. All such items must be approved in writing by the SCBT-MR Exhibit Management and must be distributed only within the Exhibitor's booth. Audiovisual and other sound and attention-getting devices and effects will be permitted only if they do not interfere with the activities of neighboring exhibitors and must be approved in advance by SCBT-MR Exhibit Management. NO EQUIPMENT OPERATED IN THE EXHIBIT HALL MAY PRODUCE RADIATION AT ANY TIME DURING MOVE-IN, THE EXHIBIT PERIOD OR MOVE-OUT.

Prize drawings in booths are permitted, consistent with applicable state and local laws that govern drawings. Exhibitors may distribute small, tasteful token gifts such as pens, notepads, water bottles, etc. from their booth. Any debris resulting from giveaways or packaging will be cleared by (general services provider) at the exhibitor's expense. Giveaways must meet the appropriate ethics guidelines and have minimal monetary value. The following items are NOT approved: pen or pocketknives, pocket tools, badge holders, badge lanyards, and cameras.

All products exhibited must be presented and marketed in strict compliance with all federal, state and local laws pertaining to the labeling and marketing of medical devices and/or drugs. Devices/drugs awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption), including but not limited to PMA and 510(k) devices, must be identified to SCBT-MR as such at the time of application for exhibit space. Documentation of compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices must be submitted to SCBT-MR with the space application. Failure to meet marketing and labeling standards will result in removal of the device/drug in question from the exhibit hall or forfeiture of exhibition space.

8. Force Booth Set up: In the event that no representative of an exhibiting organization has claimed its space by 3 PM, September 28, 2014 SCBT-MR has the right to relocate the exhibit space. If exhibitor has not claimed space by 3 pm September 28, 2013 SCBT-MR has authority to allow site decorator to assemble booth space. The Exhibitor agrees to pay for reasonable assembly charges in said event, and will be invoiced accordingly. Exhibitors not planning on exhibit move-in must contract for booth installation, or incur an assembly charge.

9. Liability: Neither the management of the host facility nor SCBT-MR shall be liable for the damage, loss, or destruction to the exhibits by reason of fire, theft, accident, or other destructive causes. Exhibitor shall lease booth(s) at its sole risk. Neither the management of the host facility, SCBT-MR, nor any of their agents, servants, or employees will be liable for accidents to exhibitors, their agents, or employees, except in the event of negligence or willful misconduct by the host facility, the SCBT-MR, or any of their officers, employees or agents.

The exhibitor only shall be liable to the host facility and/or SCBT-MR for any damage to the building and/or the furniture and fixtures contained therein which shall occur through the exhibitor's acts or omissions.

10. Indemnification: Both the exhibitor/contractee and the SCBT-MR assume the entire responsibility and hereby agree to protect, indemnify, defend, and hold harmless one another, as well as the host facility, their officers, employees, and agents against all claims, losses, and damages to persons and property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or any part thereof, including any outside exhibit areas.

Both parties assume the entire responsibility and liability for losses, damages, and claims arising out of their respective negligence and willful misconduct on the Hotel premises and will indemnify, defend, and hold harmless the other, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

11. Insurance: Exhibitor acknowledges that SCBT-MR does not maintain and is not responsible for obtaining insurance covering exhibitor's property. Exhibitors are advised to obtain business interruption and property damage and loss insurance to cover such occurrences.

Each exhibitor is responsible for maintaining such property and casualty insurance for its exhibit and display materials as the exhibitor shall deem adequate. Any policy providing such insurance must contain a waiver of any right of subrogation as to any claims against SCBT-MR, its officers, directors, agents or employees. Each exhibitor must maintain general public liability insurance, in an amount of not less than \$1 million (\$1,000,000) for any one occurrence, against claims for personal injury, death or property damage connected in any way with the exhibitor's participation in the exhibition. Such insurance must include coverage of the society as an additional named insured. In addition, the insurance policy must provide that coverage cannot be cancelled or reduced without at least ten (10) days prior written notice to SCBT-MR. The exhibitor shall provide SCBT-MR with an original certificate of insurance evidencing the maintenance of liability insurance complying with all requirements of this paragraph.

12. Security

Guard service will **not** be provided by SCBT-MR. The exhibit space will be secured to the extent possible. SCBT-MR will not be responsible for loss or damage to any property for any cause. No one will be allowed in the Exhibit Hall before or after the published hours without written permission from SCBT-MR. Exhibitors must comply fully with pre and post exhibit hours regulations as set out in the Exhibitor Manual.

SCBT-MR badges must be worn by exhibitors at all times in order to gain entry to the exhibit space.

SCBT-MR reserves the right to inspect any package, box, handbag, or other means of conveyance leaving or entering the Exhibit Hall at any time. Anyone not allowing such inspection will not be allowed to enter with, or remove, uninspected property from the hall until all other exhibitors have left.

Please remember that protection of your exhibit and property is your own responsibility. Each exhibitor must make provisions for the safeguarding of his/her goods, materials, equipment and display at all times.

13. Function Space Requests

No hospitality functions or user meetings may be held during the program portion of the conference.

Exhibitor only meetings may be scheduled any time during the conference. Exhibitors who wish to use the meeting facility for meetings must submit a written request directly to SCBT-MR. If you wish to use any non-official hotel, you may make arrangements directly with the hotel.

14. Personnel Registration & Badges

A. Each exhibiting company will be allowed 2 personnel per 8' X 10' booth space rented. Additional badges for personnel will be charged at \$100.00 each. Badges do not entitle bearer to educational credits.

B. Exhibitor Personnel Forms will be sent with booth assignments. (Booth personnel is included in the service kit details)

Payment must be accompanied by the form for booth personnel over the 2 personnel per 8' x 10' booth limit. Badge substitutions and changes may be made at no charge with the exchange of the substituted badge on-site only.

C. The official SCBT-MR Badge must be worn in the exhibit hall at all times.

D. Each individual exhibitor and/or exhibit representative will be responsible for procuring his/her SCBT-MR badge at the SCBT-MR Exhibitor Registration Desk. They will not be distributed in bulk to one representative of the company.

E. Exhibitor company badges are not to be substituted for official SCBT-MR badges. SCBT-MR badges are not to be defaced in any manner or distributed to non-Exhibitor employees or agents.

F. No one will be admitted into the Exhibit Hall without the proper badge.

15. Americans with Disabilities Act (ADA)

Exhibitors are responsible to comply with all applicable provisions of the ADA for their booth space, including but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend SCBT-MR, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorney's fees and expenses) resulting from or arising out of the exhibitor's failure or allegations of the exhibitor's failure to comply with the provisions of the ADA.

The exhibitor must, at his/her expense, maintain and keep the booth and exhibit in clean and good order.

Exhibitors are not permitted to display products or conduct demonstrations regarding products outside the exhibit hall.

16. Photography is not allowed without the permission of the show manager.

17. Children younger than age 16 are not allowed in the exhibit hall unless accompanied by an adult. No children will be allowed in the hall during set up and tear down times.

We agree to fax in the completed Letter of Agreement for ACCME and State Medical Society Accredited CME Sponsors regarding terms, conditions and purposes of educational grant funds, at the same time as you send SCBT-MR the signed agreement.

Payment Terms:

Payment is due with application to exhibit. Booth assignment is contingent upon receipt of payment in full, terms are non-cancellable.

Please make all checks payable to: Society of Computed Body Tomography & Magnetic Resonance.

Send all applications, payments, and any questions regarding exhibits to:

SCBT-MR
Attn: Pamela Plater, Meeting Manager
1891 Preston White Drive
Reston, VA 20191-4397
pplater@acr.org Phone: 703-648-8967

Agreement:

A signature on this application indicates that you understand and agree to comply with all policies, rules, regulations and conditions issued by SCBT-MR regarding its 2013 Annual Course.

Signature of Authorized Representative

Name of Authorized Representative (Print)

Date

SCBT-MR Corporate Promotion and Exhibit Space Application & Contract

The information in this section will be published

Company Name:		
Division/Dept.:		
Address:		
City:	State:	Zip:

Contact Person (All exhibit information will be sent to contact person)

Name:	
Title:	
Phone:	Email:

On-Site Contact Person

Name:	
Title:	
Company:	
Cell Phone:	Email:

SECTION B: Exhibit Space

Display Type	Quantity	Price	Total	
8 x 10 booth	_____	x \$3,500 =		Exhibit Space Total \$ _____

SECTION C: Corporate Promotion

Level of Sponsorship _____ Sponsorship Total \$ _____

Sponsorship Choice: _____

Total Exhibit Space and Sponsorship: Total \$ _____

SECTION D: Agreement

A signature on this application indicates that you understand and agree to comply with all policies, rules, regulations and conditions issued by SCBT-MR regarding its 2013 Annual Course.

Signature of Authorized Representative

Name of Authorized Representative (Print)

Date

Next page for payment information

SECTION E: Payment

A. Event Sponsorship Opportunity \$ _____
B. Exhibit Space for Sponsors \$ _____
C. Exhibit Space for non-Sponsors \$ _____
3% Processing fee for Credit Cards \$ _____
Total Due \$ _____

NOTE: A 3% processing fee will be added to all credit card payments.

PAYMENT INSTRUCTIONS:

Checks payable to:

Society of Computed Body Tomography & Magnetic Resonance (SCBTMR)
1891 Preston White Drive
Reston, VA 20191

Wire Transfers

ABA Routing number for incoming wires: 026009593
ABA/US Swift Code: BOFAUS3N (for international wires only)
Account of:
SOCIETY OF COMPUTED BODY TOMOGRAPHY & MAGNETIC RESONANCE (SCBTMR)
Account No: 0041 1318 6095 of Northern Virginia

WIRE TRANSFERS
Bank of America
Gateway Center
901 West Trade Street
Charlotte, NC 28255-0001
CONTACT – KENDRA EVANS
202-442-3953

PAYMENT METHOD:

- () Check (Please make checks payable to SCBT-MR drawn on U.S. funds)
- () Credit Card: Visa MasterCard American Express
CC Number: _____ Expiration Date: _____
Name on Card: _____
Signature: _____
- () Wire Transfer (Please see wire transfer instructions above)