



ARRS 2020 ANNUAL MEETING EXHIBITOR & SPONSORSHIP PROSPECTUS

SHERATON GRAND CHICAGO • CHICAGO, IL

www.rrs.org/exhibit



Thank you for taking the time to consider exhibiting with ARRS—the first and oldest radiology society in North America. An international forum for progress since the discovery of the x-ray, we are proud of our century-long impact on the field

of radiology and its allied sciences. Our mission is to improve health through a community committed to advancing knowledge and skills in radiology and you can play a part in this.

Help us continue our mission by exhibiting your latest products and services to approximately 3,200 radiology professionals from more than 40 countries during the 2020 ARRS Annual Meeting in Chicago, May 3-8, 2020. I encourage you to share how you can partner with ARRS members to positively impact their delivery of healthcare. As you know, radiology is rapidly advancing in the midst of an ever-changing healthcare environment; together, we can elevate the quality of care for all patients.

We have crafted the meeting to provide our attendees with maximum exposure to exhibitors. We offer dedicated morning and afternoon beverage breaks in the exhibit hall. We also serve lunch in the exhibit hall for attendees and exhibitors. We offer these opportunities to allow you to connect with our attendees. Best of all you can expand your reach beyond the walls to reach our virtual attendees through our new Virtual Exhibit Hall.

Chicago is a staple city for medical professionals and vendors. I believe springtime is the best time to be in the amazing city of Chicago. I look forward to welcoming you to the ARRS 2020 Meeting taking place at the Sheraton Grand Chicago hotel!


Suresh K. Mukherji, MD, MBA
Chair, Corporate Relations Committee



SPRINGTIME IN CHICAGO!

Experience springtime in Chicago, May 3-8, 2020 and visit the Navy Pier, Millennium Park, and the Magnificent Mile—all steps away from the ARRS Annual Meeting held at the **Sheraton Grand Chicago**.

Enjoy a classic Chicago-style hot dog while exploring the famed downtown district and walking along the Chicago Riverwalk. You can also take a river boat tour, available just around the corner from the ARRS Annual Meeting hotel. These are just a few of the attractions that await you in the Windy City. For more information on Chicago, go to www.arrs.org/Chicago.

ARRS meeting registrants indicate the quality of this meeting is the top reason for their participation.

This is the general radiology meeting radiologists want to attend.



REACH YOUR TARGET AUDIENCE

The ARRS Annual Meeting draws nearly 3,200 radiologists, both in-person and virtually, interested in the latest products and services in order to ensure they are delivering the highest quality of patient care.

Exhibitors at this event have an exclusive opportunity to promote and sell products and services to interested customers. They will also have the opportunity to connect with virtual registrants of the ARRS Annual Meeting.

ARRS DEMOGRAPHICS

98% of ARRS meeting registrants are ARRS members, so you will be reaching the most engaged and dedicated professionals. Attendees practice in hospitals, private practices or academic/research settings and represent all radiology subspecialties.

50% of ARRS members are involved in purchases at their practice and 43% select, recommend, and/or authorize purchases.
(2017 AJR Survey)

Nearly **41%** of the practice budget is allocated for radiology purchases. (2017 AJR Survey)

15% of attendees are international, which exposes your products and services to the worldwide marketplace.

ARRS meeting registrants spend an average of **8** hours in the Connection Quad.

PRIMARY AREAS OF EXPERTISE OF ARRS MEMBERS

Body Imaging	45%
General Diagnostic Imaging	25%
Musculoskeletal Imaging	24%
Breast Imaging	23%
Neuroradiology	21%
Emergency Radiology	20%
Gastrointestinal Imaging	16%
Chest/Pulmonary Imaging	15%
Vascular/Interventional Radiology	12%
Genitourinary Imaging	10%
Head and Neck Imaging	8%
Pediatric Imaging	7%
Cardiac Imaging	7%
Nuclear Medicine/Molecular Imaging	6%

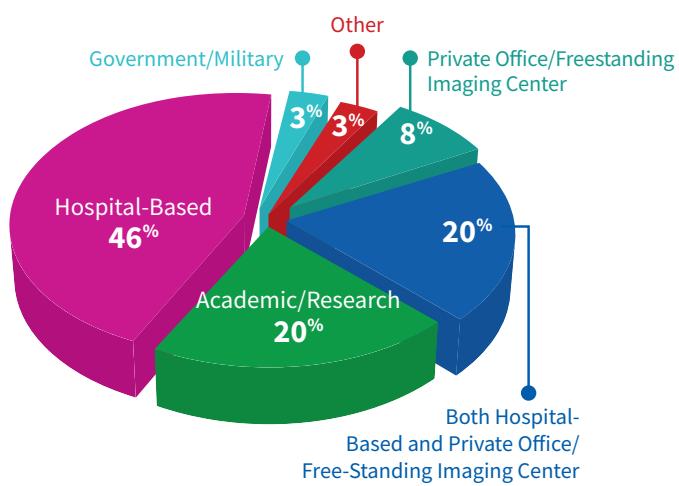
(Respondents selected top areas of expertise – 2017 AJR Survey)

IMAGING MODALITIES USED REGULARLY BY ARRS MEMBERS

CT	88%
MR Imaging	78%
Sonography	71%
Radiography	70%
Fluoroscopy	38%
PET	23%
Angiography/Interventional	15%

(2017 AJR Survey)

ARRS MEMBERS PLACE OF PRACTICE (2017 AJR SURVEY)

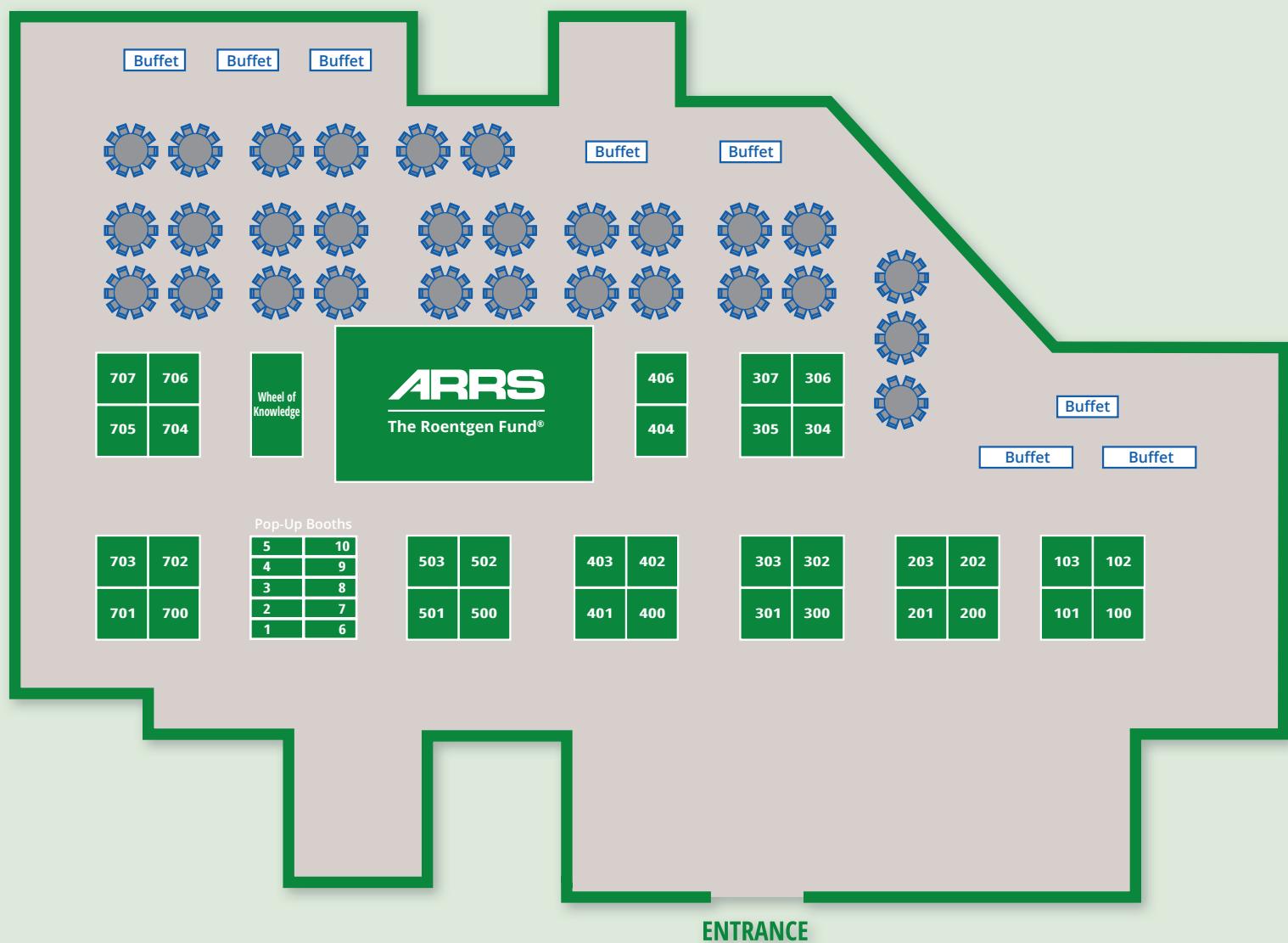


EXCLUSIVE OPPORTUNITY TO EXHIBIT AT THE ARRS ANNUAL MEETING

Join ARRS at its premier educational event. Your company's booth will be located in the Connection Quad so you may network with attendees who want to learn more about your products and services. The Connection Quad is the go to place for attendees to connect with exhibitors, colleagues, and leaders in the profession. Don't miss this opportunity to be part of an exclusive group of companies who know the ARRS Annual Meeting is the place to be for quality one-on-one interactions with top radiologists.

PROVEN TACTICS IN THE CONNECTION QUAD TO DRIVE BUYERS TO YOUR BOOTH

- Complimentary lunches Monday - Thursday
- Complimentary morning and afternoon breaks
- Complimentary 30 second video interview, which will be posted on the ARRS webpage and meeting app in order to enhance your reach to both In-Person and Virtual meeting attendees
- An atmosphere that fosters one-on-one interaction and networking
- Participation in the Discover Roentgen Challenge and exhibitor quest draws attendees to your booth



SAVE 15%

**When You Purchase Your Booth
by February 3, 2020**

EXHIBIT INFORMATION

VARIOUS BOOTH TYPES ARE AVAILABLE IN THE ARRS CONNECTION QUAD TO SHOWCASE YOUR PRODUCTS AND SERVICES AND ENGAGE MEETING REGISTRANTS

Pop-Up Booth

- **Pop-Up Booth: \$1,500**

Includes pop-up stand banner with graphics, one (1) 3' table, and one (1) chair.

Traditional Booths

- **10'x10' booth: \$3,000**

- **10'x20' booth: \$6,000**

- **10'x30' booth: \$9,000**

Traditional booths include an 8' high back wall drape, 3' high draped sidewall dividers, and a company name sign.

All booth types receive:

- A 50 word company description in the meeting program book.
- A listing on the ARRS website (www.arrs.org), Annual Meeting Portal, and Meeting App, which includes a link to the company's website.
- Exhibitor registration for company representatives for up to two (2) per Pop-up Booth or four (4) per 10'x10' Traditional Booth space purchased.
- Two (2) one-day guest passes to the Connection Quad (available upon request).
- One (1) attendee badge per Pop-up Booth, Two (2) attendee badges per 10'x10' Traditional Booth to attend all educational sessions included in the general registration fee. Registration to the Categorical Courses not included.
- 24-hour security.

Any organization whose proposed exhibit enhances the educational and scientific goals of the 2020 ARRS Annual Meeting is encouraged to apply for space to exhibit in the Connection Quad. ARRS reserves the right to refuse rental of exhibit space to any organization whose display of goods or services is not likely to be, in the opinion of ARRS, compatible with the general character and objectives of the exhibition.

View additional details at www.arrs.org/exhibit or contact ARRS at exhibitspace@arrs.org.

IMPORTANT DATES FOR EXHIBITORS

FEBRUARY 2020

Early Savings Deadline: February 3

Booth costs will increase after this date.

MARCH 2020

Regular Deadline: March 2

Exhibitors received after this date will not be included in the Annual Meeting Program Book.

Booth Personnel Deadline: March 30

After this date, all registrations will be processed on-site in Chicago, IL.

APRIL 2020

Booth Orders Discount Deadline: April 1

Discount deadline for ordering booth services, furniture, etc. Earlier discount deadlines may apply for some items and services. The exhibitor service kit will provide additional details.

MAY 2020

Exhibitor Installation

SUNDAY, MAY 3 8:00 AM—4:00 PM

Exhibit Dates & Hours

MONDAY, MAY 4—

WEDNESDAY, MAY 6 9:15 AM—4:00 PM

THURSDAY, MAY 7 9:15 AM—1:00 PM

Exhibit Hall Peak Hours

MORNING BREAK 9:30 AM—10:30 AM

LUNCH 12:15 PM—1:15 PM

AFTERNOON BREAK 3:00 PM—3:30 PM

Exhibitor Dismantle

THURSDAY, MAY 7 1:00 PM—6:00 PM

Early dismantle of exhibits is a violation of exhibit policies.



SPONSORSHIP AND MARKETING OPPORTUNITIES

Use these opportunities to increase your visibility and maximize your return on investment.

Reach nearly 3,200 prominent radiology professionals

The 2020 Annual Meeting offers a number of opportunities to reach both in-person registrants in Chicago, IL and virtual registrants participating from around the world.

Meeting Preparation Email: \$2,000

One week prior to the meeting, in-person and virtual registrants receive an email with important information to prepare for the meeting. 75% of registrants open this email, which makes this an excellent means to reach an engaged audience with your message. Banner advertisements (180 x 180) are available for \$2,000.

On-Site Emails: \$2,000

In-person registrants receive daily emails from ARRS with meeting updates and announcements. More than 65% of attendees open these daily emails, making this the ideal way to reach registrants participating in the meeting. Banner advertisements (180 x180) are available for \$2,000.

Exhibitor Broadcast Emails: \$5,000

Drive traffic from in-person registrants to your booth and make contact with interested sales leads from virtual participants with broadcast emails (sent by ARRS) with your customized text and graphics. Emails are \$5,000 per email sent.

Host a Leadership Focus Group: \$20,000

Meet with esteemed ARRS leaders in a small, group setting over lunch to discuss the emerging needs of radiology professionals and trends within the profession. This exclusive opportunity is available to one organization for \$20,000.

Symposium Luncheons—In Chicago, IL and Online: \$30,000

Host a one-hour Symposium Luncheon during the Annual Meeting to feature technology, educational content, and the speakers of your choice. ARRS will live stream the presentation to all virtual registrants and provide a boxed lunch for up to 200 registrants participating in Chicago, IL. ARRS will provide the meeting space and a standard AV set for this session.

As the sponsor of a Symposium Luncheon, you will receive a one-time use list of postal addresses (United States only) for preregistered Annual Meeting and Virtual Meeting registrants and one broadcast email (sent by ARRS) to market your event and organization. Sponsoring organizations will be recognized in one on-site email, one meeting preparation email, the ARRS Meeting App, the on-site program book, and in signage on the day of their event. One luncheon per day is available, Monday–Thursday. Symposium Luncheons are available at \$30,000 per event.

Connection Quad Beverage Break Talks: \$1,000

Discuss innovations, share groundbreaking technology, and engage with leading radiology professionals from around the world—in person and online. Beverage Break Talks are 10 minute sessions hosted by exhibitors in the Connection Quad during designated beverage breaks. Not only will you reach in person attendees, but your discussion will also be available to virtual registrants—live and on demand. Beverage Break Talks will be featured in the Program Book, the daily schedule online, and on signage in the Connection Quad. The deadline to request a Beverage Break Talk and have it included in the Program Book is March 2, 2020.

More Opportunities

Contact exhibitspace@arrs.org to discuss advertising opportunities in the Annual Meeting Program Book, Meeting App, and in the society flagship journal, the *AJR*.

“80% of our leads from the show led to new accounts.”

Apriomed, Inc.



EXHIBIT SPACE APPLICATION

Complete this application for exhibit space and return to:
ARRS, 44211 Slatestone Court, Leesburg, VA 20176 or fax it to
(703) 729-4839 or online at www.rrs.org/Exhibit.

Company _____

Pre-Show Contact _____ Email _____

On-Site Contact _____ Email _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Telephone _____ Fax _____

Web Address _____

All Meeting materials will be forwarded to the Pre-Show Contact at the address listed above unless requested otherwise.

Was your organization purchased by or merged with another organization? Yes No (check one)

If so, what was the organization name? _____

List desired booth space(s) in order of preference:

(While we make every attempt to place you in a booth of your preference, booth placement is not guaranteed.)

1st _____ 2nd _____ 3rd _____ 4th _____

Assignment Priority: Floor Location or Competitor Proximity _____

Plan Our Space Near _____

Do Not Plan Our Space Near (Please provide specific company names) _____

PRODUCT CATEGORY:

- Associations/Societies
- Billing and Practice Management
- Breast Imaging/Intervention
- Contrast Agents
- CT Systems
- Education
- Electronics/Information Systems
- Image Management
- Interventional Rad/Specialized Procedures
- MR Imaging Systems
- Nuclear Medicine

- Office Management
- PACS
- Personnel/Staffing
- Publisher
- Teleradiology
- Ultrasound
- Other _____
(please specify)

EXHIBITOR CONTRACTOR

Upon acceptance of your application, you will receive an online service kit link from Alliance Nationwide Exposition (when available).

If you plan to use your own exhibit contractor, please indicate the company's name and contact information in the space below. An online exhibitor service kit will be emailed to them (when it becomes available).

Contact _____

Exhibitor Contractor _____

Phone Number _____ Email _____

In accordance with the terms and conditions and the 2020 exhibitor rules and regulations (online at www.rrs.org/exhibit available in full on September 1) governing the ARRS Commercial Exhibition to be held at the Sheraton Grand Chicago, Chicago, IL, May 3-8, 2020 the undersigned accepts all terms and hereby applies for exhibit space. Upon official acceptance, this document constitutes a contract.

Application for Space Submitted by _____

Signature of Official Representative _____ Date _____

Mail or fax this application with your product information, appropriate FDA compliance documentation (if applicable), and full payment by March 2, 2020, to:

ARRS: Meetings Dept
Attn: Stephanie Traylor
44211 Slatestone Ct
Leesburg, VA 20176

Phone: 1-703-729-3353
or 1-866-940-2777
Fax: 703-729-4839
straylor@rrs.org

Payment in U.S. Funds. Make checks payable to ARRS.

Applications Received by: February 3, 2020

- \$1,500 for a Pop-up booth
- \$3,000 for a 10'x10' booth
- \$6,000 for a 10' x 20' booth
- \$9,000 for a 10' x 30' booth

Applications Received by: March 2, 2020

- \$2,000 for a Pop-up booth
- \$3,500 for a 10'x10' booth
- \$7,000 for a 10' x 20' booth
- \$10,500 for a 10' x 30' booth

Please charge my:

- VISA
- MasterCard
- American Express

Name on the Card _____

Credit Card #

Exp. Date /

Signature _____

Terms of Payment—Payment in full for booth rental accompany accompany this application. Applications cannot be processed or booth assigned without the required payment.

Cancellation Policy—To cancel your exhibit space application and receive a 50% refund, send ARRS a written notice of cancellation before March 2, 2020. There will be no refunds for cancellations received on or after March 2, 2020.



44211 Slatesone Court
Leesburg, VA 20176-5109

www.arrs.org

FUTURE MEETING DATES

ARRS 2021 ANNUAL MEETING

APRIL 18-23, 2021

Marriott Marquis San Diego Marina
San Diego, CA

ARRS 2022 ANNUAL MEETING

MAY 1-6, 2022

Hyatt Regency
New Orleans, LA

ARRS 2023 ANNUAL MEETING

MAY 7-12, 2023

Marriott Wardman Park Hotel
Washington, DC

ARRS 2024 ANNUAL MEETING

MAY 5-10, 2024

John B. Hynes Veterans Memorial
Convention Center
Boston, MA

www.arrs.org/exhibit

