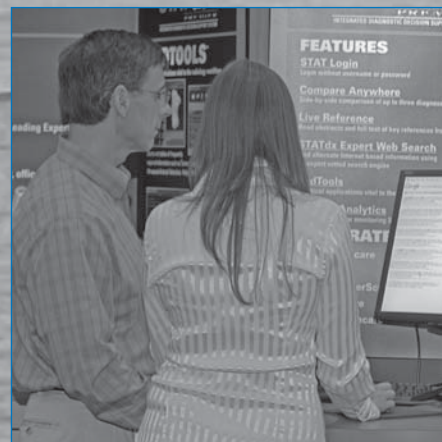


EXHIBITOR & SPONSORSHIP PROSPECTUS



**Manchester Grand Hyatt
San Diego**



Log on to www.rrs.org for details

INVITATION TO EXHIBITORS

On behalf of the Executive Council and the membership of the American Roentgen Ray Society (ARRS), you are cordially invited to participate in the 2010 ARRS Annual Meeting. The meeting is May 2–7 at the Manchester Grand Hyatt San Diego in San Diego, CA. The exhibit hall will be open Monday, May 3–Wednesday, May 5 from 9:15 am–4:30 pm each day. A mid-morning break, lunch and an afternoon break will be served daily in the exhibit hall.



The 2010 commercial exhibition will provide your company with the opportunity to:

- showcase and promote products and services to about 2,300 physicians representing both academic and private practice,
- develop new sales contacts in the radiology community, and
- network and interact with current users of your company's products and services.

Our meeting provides a unique opportunity for you to spend quality time with attendees and to build stronger relationships with current and potential customers.

As noted above, ARRS plans two breaks and a lunch in the exhibit hall each day to drive traffic into the hall. In addition:

- ARRS will distribute "passports" to attendees that you will stamp if the attendee visits your booth. The stamps on the passport will enter the attendee in a prize drawing.
- ARRS will assist exhibitors with the coordination of hands-on in-booth product demonstrations and register attendees to participate in these demonstrations.

ARRS also offers a wide range of sponsorship options (see page 10) to provide you with the opportunity to increase your company's visibility at this important conference.

The 2010 program will feature a categorical course on practical approaches to imaging common clinical conditions and a case-based imaging review course. Instructional courses and scientific paper presentations on abdominal, breast, cardiopulmonary, pediatric, and musculoskeletal imaging, as well as courses on emergency radiology, neuroradiology, nuclear medicine, and interventional radiology will be held throughout the week.

Your presence at this meeting will help you build your company's image and reinforce its leadership position in the field of radiology. I look forward to having you join us in San Diego.

Sincerely,



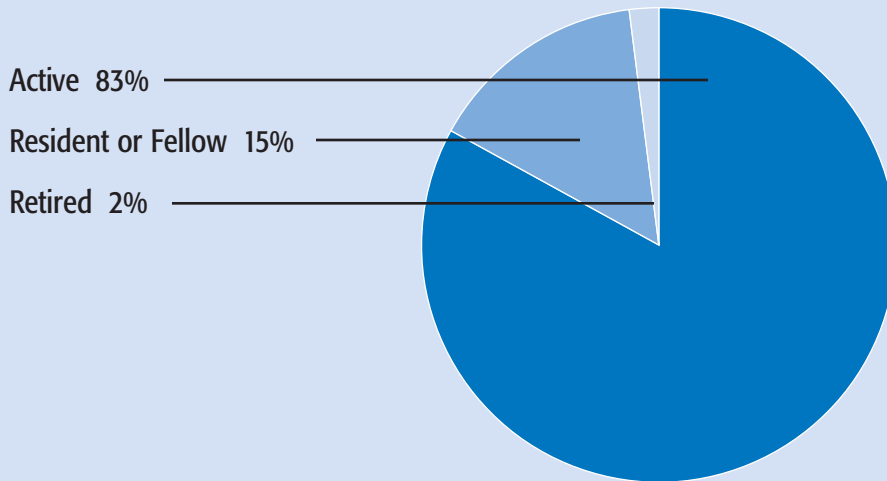
Philip Costello, MD, Chair
Corporate Relations Committee
American Roentgen Ray Society

Business executives and business travelers said that trade show participation returns range from \$4-\$5.99 per dollar spent.

Source: The Return on Investment of U.S. Business Travel, Oxford Economics USA

ATTENDEE DEMOGRAPHICS

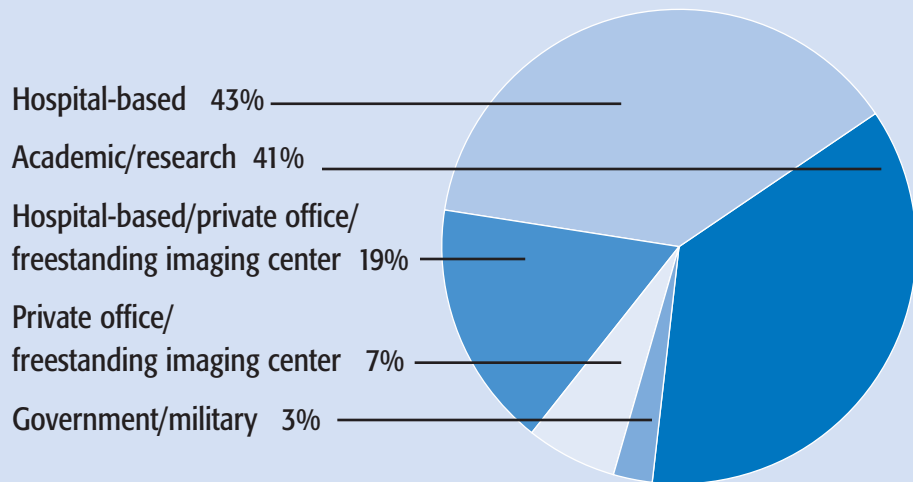
CAREER PROFILE



The majority of the nearly 2,300 physicians who attend ARRS annual meetings are hospital-based/hospital-based private practice physicians or in an academic or research setting. They are interested in the latest products and services to deliver the highest quality patient care.

The ARRS annual meetings draw physicians from all radiology subspecialties. Regardless of your product line, you'll find attendees interested in what you have to say.

PRACTICE SETTING*



PRIMARY AREAS OF PRACTICE*

- Gastrointestinal Imaging 44%
- Chest/Pulmonary Imaging 40%
- Genitourinary Imaging 37%
- Musculoskeletal Imaging 37%
- Ultrasound 36%
- Breast Imaging 33%
- Emergency Radiology 32%
- Neuroradiology 27%
- Nuclear Medicine 17%
- Pediatric Imaging 16%
- Vascular and Interventional Radiology 14%
- Cardiac Imaging 13%



*Percentages total more than 100% due to respondents having multiple practice areas or working in multiple settings.

Information on this page is based on the 2009 ARRS Annual Meeting Attendee Survey

EXHIBIT SPACE APPLICATION

Complete this application for exhibit space and return it to the **ARRS Meetings Department**
1891 Preston White Drive, Reston, VA 20191 or fax it to (703) 716-4487.



Exhibit Contractor

Upon acceptance of your application, you will receive an online service kit from Champion Expositions. 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 e-mailed to them.

Contact

Exhibit Contractor

Phone Number

E-mail

In accordance with the terms and conditions and the 2010 exhibitor rules and regulations outlined in this prospectus governing the ARRS commercial exhibition to be held at the Manchester Grand Hyatt San Diego, May 2-7, 2010, the undersigned understands and 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 the appropriate FDA compliance documentation and full payment by **February 5, 2010** to:
ARRS Meetings Department
1891 Preston White Drive, Reston, VA 20191
Phone: (703) 648-8900 or (800) 227-5463 Fax: (703) 716-4487

Payment in U.S. Funds

Make check payable to ARRS.

- \$2,500 for a 10' x 10' booth \$5,000 for a 10' x 20' booth
 \$7,500 for a 10' x 30' booth \$10,000 for a 20' x 20' booth

Total Amount \$ _____

Please charge my:

- Visa MasterCard American Express

Credit Card Number

Expiration Date

Signature

Terms of Payment

Payment in full for booth rental must accompany the application. Applications cannot be processed nor booths assigned without the required payment.

Cancellation Policy

Exhibitors may cancel their exhibit space and receive a 50% refund of space payments provided ARRS receives a written notice of such cancellation prior to **February 26, 2010**. There will be no refund for cancellations received on or after **February 26, 2010**.

Company

Pre-Show Contact Name

Title

On-Site Contact Name

Title

Address

City

State/Province

Zip Code

Telephone

Fax

E-Mail

Web Address

All meeting materials will be forwarded to the pre-show contact at the address listed above unless requested otherwise.

List desired booth space(s) in order of preference (see page 5):

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

Assignment Priority

Floor Location: _____ Competitor Proximity: _____

Plan our space near: _____

Do not plan our space near: _____

The standard booth size is 10' x 10'. The fee is \$2,500.

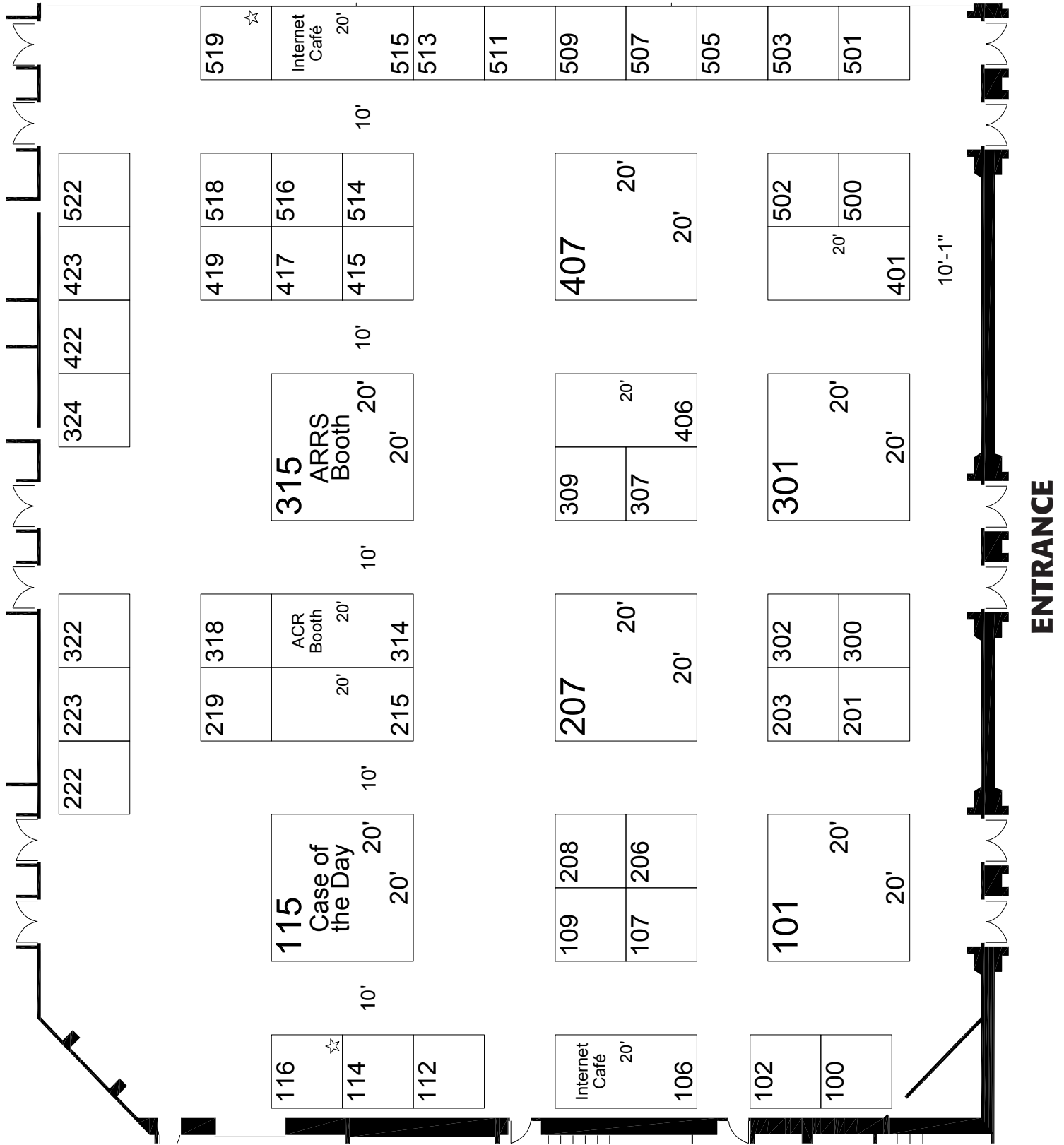
Requested booth size: _____ Exhibit space rental rate: \$ _____

Product Category

Please check the appropriate categories for your company or product.

- | | |
|--|---|
| <input type="checkbox"/> Associations/Societies | <input type="checkbox"/> MRI |
| <input type="checkbox"/> Breast Imaging and/or Intervention | <input type="checkbox"/> Nuclear Medicine |
| <input type="checkbox"/> Computed Tomography | <input type="checkbox"/> Office Management |
| <input type="checkbox"/> Contrast Agents | <input type="checkbox"/> PACS |
| <input type="checkbox"/> Education | <input type="checkbox"/> Personnel/Staffing |
| <input type="checkbox"/> Electronics & Information Systems Services | <input type="checkbox"/> Publisher |
| <input type="checkbox"/> Film | <input type="checkbox"/> Teleradiology |
| <input type="checkbox"/> Image Management | <input type="checkbox"/> Ultrasound |
| <input type="checkbox"/> Interventional Radiology & Specialized Procedures | <input type="checkbox"/> Other _____ |

EXHIBIT HALL FLOOR PLAN



Floor plan is subject to Fire Marshal approval.

EXHIBITOR BENEFITS

Basic Exhibitor Package (\$2,500)

The basic exhibitor package includes:

- A 10' x 10' booth space in the exhibit hall (additional 10' x 10' spaces can be purchased)
- A 50-word company description in the meeting program book
- A listing on the ARRS Web site (www.arrs.org) and a link to the company's Web site
- Complimentary exhibitor registration for four company representatives for each 10' x 10' booth space purchased
- Two one-day guest passes to the exhibit hall (available upon request)
- One attendee badge per 10' x 10' booth space to attend all educational sessions included in the general registration. The categorical course and review course are not included.
- Exhibitor lounge with complimentary beverages during the show hours
- 24-hour security

Corporate Partner Package (\$25,000)

The corporate partner package includes:

- A 20' x 20' booth space in the exhibit hall
- One corporate-sponsored educational session
- ARRS assistance with invitation-only product demonstrations
- ARRS coordination of in-booth workstation demonstrations
- Distribution of company flyers in attendee registration packets (flyers must be received at ARRS no later than March 19, 2010)
- Six complimentary attendee badges to attend all educational sessions including the categorical course and review course
- A full-page black and white advertisement in the *American Journal of Roentgenology (AJR)*
- A full-page black and white advertisement plus a listing in the meeting program book
- Two invitations to the Executive Council Dinner
- Two invitations to the President's Reception
- A listing on the ARRS Web site (www.arrs.org) with a link to the company's Web site
- A 50-word company description in the meeting program book
- Complimentary exhibitor registration for 16 company representatives
- Two one-day guest passes to the exhibit hall (available upon request)
- Signage at the meeting indicating corporate partnership
- Badges indicating corporate partnership
- Attendee mailing list to be used one-time only for marketing purposes (available upon request and based upon ARRS approval)
- Exhibitor lounge with complimentary beverages during the show hours
- 24-hour security

**Per your request,
lunch will be served
in the exhibit hall
Monday-Wednesday.**



EXHIBIT INFORMATION

ELIGIBILITY FOR EXHIBITING

Any exhibitor whose proposed exhibit will enhance the educational and scientific goals of the 2010 ARRS Annual Meeting is encouraged to apply for space. ARRS reserves the right to refuse rental of exhibit space to any company 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.

STANDARD BOOTH

The standard booth size is 10' x 10'. The basic rental rate includes an 8' high back wall drape, 3' high draped sidewall dividers, a sign bearing the company name, heating, air conditioning and general overhead lighting.

In-line Exhibits

(10' x 10' or multiple thereof)

The back half of the basic exhibit may be furnished up to a height of 8'. The front half of the rented space may be furnished from the floor up to a height of 4', with the exception of equipment that may exceed the 4' height limit but may not be higher than 8' and must be placed so it does not block the view of or impede the sight lines of adjacent exhibits, including solid walls.

20' x 20' Exhibits (Islands)

Islands can be furnished up to a height of 16'. The edges of the rented space may be furnished from the floor up to a height of 4', with the exception of equipment that may exceed the 4' height limit but may not be higher than 8'. All components of the space should be placed so they do not block the view of or impede the sight lines of surrounding exhibitors, including solid walls.



SPACE ASSIGNMENT

ARRS has established a priority point system for booth placement. Those exhibitors with the most points will have first choice regarding space and location. ARRS will do everything it can, within this framework, to provide exhibitors with the space they request.

POINT SYSTEM FOR BOOTH ASSIGNMENT

Corporate Partner

10 points (based on 2010)

Booth Application on Time

5 points (based on 2010 application)

Consecutive Years as a Corporate Partner

5 points per consecutive year

Consecutive Years Exhibited

5 points per consecutive year

Corporate Sponsor

5 points (based on 2010)

Early Exhibit Application

2 points per month
(based on 2010 application)

AJR, AJR II and ARRS InPractice Advertisers

1 point per \$1,000 (based on 2009/2010)

Number of 10' x 10' booths

1 point per 10' x 10' (based on 2010)

Roentgen Fund Donor

1 point per \$1,000 (based on 2009/2010)

EXHIBITOR SERVICE KITS

Exhibitor service kits containing order forms and information on furnishings, signs, accessories, electrical requirements, labor, drayage, shipping, audio-visual equipment, florals/plants, etc., will be available online. Once ARRS has processed your application, Champion Expositions will forward you information on how to access the online exhibitor service kit.

EXHIBIT INSTALLATION

Saturday, May 1

2:00 pm–6:00 pm

Sunday, May 2

7:30 am–6:00 pm

All exhibits must be fully operational by 6:00 pm on Sunday, May 2. After this hour, no installation work will be allowed. If booth set-up has not begun by 3:00 pm Sunday, May 2, Champion Expositions will begin set-up at the company's expense.

Badges are required for entry into the exhibit hall on installation dates and may be obtained beginning at 1:30 pm on Saturday, May 1. Because of safety considerations, no children under the age of 16 will be allowed on the exhibit hall floor during installation and dismantling. Security guards will be instructed to strictly enforce this rule.

EXHIBIT HOURS

Monday, May 3–Wednesday, May 5

9:15 am–4:00 pm

EXHIBIT DISMANTLING

Wednesday, May 5

4:00 pm–12:00 midnight

Thursday, May 6

8:00 am–2:00 pm

Please note that no packing of materials or equipment can begin until 4:00 pm on May 5. By signing the exhibit space application, the exhibitor agrees not to begin dismantling until the exhibit hall is officially closed.

All exhibit material must be packed and ready for shipment by 2:00 pm on May 6. If exhibits cannot be removed by 2:00 pm, special arrangements must be made. All material not removed by that time will be shipped at the exhibitor's expense by a carrier selected by Champion Expositions.

PAST EXHIBITING COMPANIES

Advantaged Health Care Solutions
AGFA HealthCare
Alliance Recruiting
AMICAS, Inc.
American Board of Radiology
Amirsys, Inc.
Aurora Imaging Technology
Axess Ultrasound
Bard Biopsy Systems
Bayer HealthCare Pharmaceutical
Berlex Laboratories
Bracco Diagnostics, Inc.
Cambridge University Press
Canon Medical Systems
CompHealth
D&Y
EagleEye Radiology
Elsevier
Ethicon Endo-Surgery
Fujifilm Medical Systems USA, Inc.
GE Healthcare
Geisinger Health System

Hologic
iCAD, Inc.
Imaging on Call
International Healthcare Recruitment Specialists
International Institute for Continuing Medical Education
Invivo
Linde Health Care
Lippincott Williams & Wilkins
Magview
McKesson
Medical Doctor Associates, Inc.
MEDRAD, Inc.
Mindways Software, Inc.
MIT, Inc.
NightForce Radiology
NightHawk Radiology Services
NovaRad Corporation
peerVue Solutions, Inc.
Philips Medical Systems
Radi Medical Devices
Sanarus Medical, Inc.



SenoRx
Sheridan Healthcare, Inc.
Siemens
Staff Care, Inc.
Supertech, Inc.
Teleradiology Solutions
Templeton Radiology
TeraRecon, Inc.
Thieme Publishers
U.S. Radiology On-Call
Veran Medical Technologies, Inc.
Virtual Radiologic
VISTA Staffing Solutions
West Physics Consulting
Whitaker Medical



IMPORTANT DATES FOR EXHIBITORS

JANUARY 22, 2010

- Reserve ad space for inclusion in the March issue of the *American Journal of Roentgenology (AJR)*. This is the pre-meeting issue and your chance to announce your participation. An exclusive advertising discount is available to exhibitors for this issue. Contact Denell Deavers at ddeavers@acr-arrs.org for more information.

FEBRUARY 5, 2010

- Exhibit application with payment due to ARRS.
- Company logo due to Hope Neely at hneely@acr-arrs.org.
- Company profile (50 words or less) that includes your company name and complete company contact information (mailing address, phone, fax and Web site address) due to Hope Neely at hneely@acr-arrs.org. This information will be included in the meeting program book.

FEBRUARY 19, 2010

- Reserve ad space for inclusion in the April issue of the *American Journal of Roentgenology (AJR)*. This is the ARRS Annual Meeting bonus distribution issue. Advertising in this issue provides valuable additional exposure for your company. An exclusive advertising discount is available to exhibitors for this issue. Contact Denell Deavers at ddeavers@acr-arrs.org for more information.

MARCH 26, 2010

- Booth personnel registration deadline.
After this date, all registrations must be done onsite.

APRIL 23, 2010

- Discount deadline for ordering booth services, furniture, etc.
Earlier deadlines may apply for some items and services. Please see exhibitor service kit for details.

MAY 1, 2010

1:30 pm: Exhibitor Registration Opens
2:00 pm–6:00 pm: Exhibit Installation

MAY 2, 2010

7:30 am–6:00 pm: Exhibit Installation
All exhibits must be fully operational by 6:00 pm on May 2. After this hour, no installation work will be allowed. If booth set-up has not begun by 3:00 pm Sunday, May 2, Champion Expositions will begin set-up at the company's expense.

MAY 5, 2010

4:00 pm–12:00 midnight: Exhibit Dismantling
No packing of materials or equipment can begin until 4:00 pm on May 5. By signing the exhibit space application, the exhibitor agrees not to begin dismantling until the exhibit hall is officially closed.

MAY 6, 2010

8:00 am–2:00 pm: Exhibit Dismantling
All exhibit material must be packed and ready for shipment by 2:00 pm on May 6. If exhibits cannot be removed by 2:00 pm, special arrangements must be made. All material not removed by that time will be shipped at the exhibitor's expense by a carrier selected by Champion Expositions.

Times and dates are tentative and will be confirmed in the Exhibitor Service Kit.



SPONSORSHIP OPPORTUNITIES

Deadline for Sponsorship Opportunities is February 5, 2010 except as noted. All sponsored opportunities will be recognized on the ARRS Web site, program book and meeting signage.

\$25,000

■ **Categorical Course Syllabus**

Your sponsorship of the prestigious categorical course syllabus includes up to three 4-color ads on covers 2, 3, and 4 (press run ca. 2,000) and banner advertising noting the sponsorship on www.arrs.org. The categorical course syllabus features more than 30 review articles on the topic of evidence-based medicine in radiology. The course syllabus is under the direction of a prestigious faculty lead by Dr. Ruth Carlos. It is used as a textbook by practicing radiologists and radiologists in training. The syllabus is distributed to all categorical course attendees at the annual meeting (about 800 attendees) and is sold during and after the meeting. Sponsorship notification will be included on all online and print promotions for the publication.

■ **Review Course Workbook**

Sponsorship of the popular Approach to Diagnosis: A Case-Based Imaging Review workbook includes up to three 4-color ads on covers 2, 3, and 4 that is delivered to all course attendees (about 1,000) and sold during and after the meeting. The expert faculty leading this project include Dr. Deborah Baumgarten, Dr. Sanjeev Bhalla, Dr. Lonie Salkowski and Dr. Don Yoo. The workbook is used by practicing radiologists and radiologists in training as a teaching aid and a practice tool for board review. Sponsorship notification will be included on all online and print promotions for the publication.

\$15,000

■ **Corporate-Sponsored Educational Session**

You are invited to develop a one-hour educational session on a clinical topic of interest. The sessions are held in the morning during the annual meeting.

\$7,500

■ **ARRS Case of the Day Program**

The ARRS Case of the Day, located in the exhibit hall and in registration when the exhibit hall closes, is one of the most popular offerings at the annual meeting. Your company logo would be the computer screen saver on each of the 16 computers and on signage near the Case of the Day area.

\$5,500

■ **Hotel Room Key Cards**

ARRS attendees will see your logo or product information on their room key each time they return to their room at the headquarters hotel.

\$5,000

■ **Focus Group**

Focus group sessions can be arranged during the annual meeting. The focus group attendees can be general radiologists or subspecialists; they can be in-training or physicians in active practice or any combination thereof.

■ **Full-page Black and White Ad in the Meeting Program Book**

The meeting program book is used each day by attendees as the guide for the annual meeting activities. Advertising space is available inside the program book.

■ **Internet Café Sponsor**

The Internet Café, located in the exhibit hall, offers attendees free Internet access. Your company logo would be the computer screen saver on each of the 5 computers and on signage near the café area. Your booth would be next to the Internet Café. When the exhibit hall closes, the Internet Café will move to registration and your screen saver will be seen in this high traffic area. There are 2 cafés, your sponsorship covers one.

\$4,000

■ **Door Drops at the Manchester Grand Hyatt San Diego**

This opportunity will definitely get you noticed. Your company's flyer or small brochure will be left outside of the guestroom doors of all ARRS attendees staying at the Manchester Grand Hyatt San Diego Hotel. (*In room delivery is available for a higher fee. Please contact ARRS for further information and pricing.*)

\$3,500

■ **Workstation Demonstrations Coordination**

ARRS will schedule people to come to your booth, here's how...ARRS exhibitors are invited to offer hands-on demonstrations in their booths. ARRS will work with exhibitors to register attendees for specific dates and times for the demonstrations.

\$3,000

■ **Flyers in the Attendee Registration Packets**

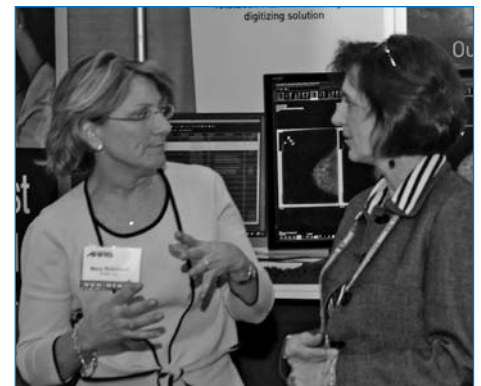
Your company's flyer will be placed in all attendee registration packets. Flyer must be approved by ARRS and must be received at ARRS by March 19, 2010.

\$750

■ **Coffee Cards**

ARRS will provide the sponsor with 100 coffee coupons to be used at a Manchester Grand Hyatt San Diego food outlet that the sponsor can give to attendees who come to their booth. The coupons will note that the cup of coffee is courtesy of the exhibitor. In addition, ARRS will put up signs and include information in the program book and other meeting materials to let the attendees know which booths offer the coffee coupons.

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



2010 ARRS ANNUAL MEETING SPONSORSHIP FORM

Please complete all sections in full, including official signature and date on the bottom of the page.



Company _____

Pre-Show Contact Name _____ Title _____

On-Site Contact Name _____ Title _____

Address _____

City _____ State/Province _____ Zip Code/Postal Code _____

Telephone _____ Fax _____

E-Mail _____

SPONSORSHIP OPPORTUNITIES

Please reserve the following marked sponsorship(s) for my company. For descriptions, please see page 10.

- | | |
|---|---|
| <input type="checkbox"/> Categorical Course Book - \$25,000 | <input type="checkbox"/> Full-page black and white ad in the meeting program book - \$5,000 |
| <input type="checkbox"/> Review Course Book - \$25,000 | <input type="checkbox"/> Door Drops at the Manchester Grand Hyatt San Diego - \$4,000 |
| <input type="checkbox"/> Educational Session - \$15,000 | <input type="checkbox"/> Workstation Demonstrations - \$3,500 |
| <input type="checkbox"/> Case of the Day - \$7,500 | <input type="checkbox"/> Flyers in the attendee registration packets - \$3,000 |
| <input type="checkbox"/> Hotel Room Key Cards - \$5,500 | <input type="checkbox"/> Coffee Cards - \$750 |
| <input type="checkbox"/> Focus Group - \$5,000 | |
| <input type="checkbox"/> Internet Cafe - \$5,000 | |

SPONSORSHIP POLICIES

Upon receipt at ARRS, this form is considered a formal application on the part of the company listed above to participate as a sponsor in the 2010 ARRS Annual Meeting. All correspondence and inquiries from ARRS shall be directed to the pre-show contact listed on this form.

All sponsorships will be awarded on a first-come, first-serve basis in order of date received; however, previous sponsors of any of the above items have the right of first refusal.

CANCELLATION AND REFUND POLICY

Notice of cancellation must be made in writing (no exceptions) and sent to the ARRS Meetings Department. Sponsorships will be refunded based upon the sponsorship selected.

I hereby state that I have read and will comply with the above policies and any others that ARRS may develop regarding the 2010 ARRS Annual Meeting Sponsorship Opportunities. I understand that these policies will be strictly enforced.

Official Signature: _____ Date: _____

PAYMENT INFORMATION

Mail or fax this form with full payment by February 5, 2010 to:

ARRS Meetings Department
1891 Preston White Drive
Reston, VA 20191
Fax: (703)716-4487

If payment is not received with a copy of this form, ARRS reserves the right to not hold the sponsorship.

- Check enclosed. *All payments must be in US funds.*
- Charge my credit card
- Visa
 - MasterCard
 - American Express

Name on Card

Credit Card Number

Expiration Date

Signature



TRAVEL, HOUSING & PRELIMINARY SCHEDULE

The 2010 annual scientific meeting will be held May 2–7, 2010 at the Manchester Grand Hyatt San Diego in San Diego, CA. This is the official headquarters hotel for this meeting.

HOTEL RESERVATIONS

Provided we have received payment for your booth, we will send you an e-mail with a link to the hotel reservation page in December.

AIRLINE TRANSPORTATION

American Airlines

American Airlines will offer special meeting fares with discounts of 5%. American Eagle flights are also eligible for discounts. Reservations may be made by calling (800) 433-1790 from 7:00 am to 12:00 am CST.

Please be sure to reference STARFile Number A1410SS.

For online bookings, please visit www.aa.com and enter 1410SS as the promotion code.

CAR RENTAL

Hertz is the official car rental company for this meeting. To reserve a car, call Hertz at (800) 654-2240 and refer to the discount number **CV#04FN0001**. For online bookings, visit www.hertz.com, check "I have a discount," select "Convention Number (CV)" and enter 04FN0001. There is a Hertz desk at the Manchester Grand Hyatt San Diego. Advance reservations are recommended as cars are subject to availability.

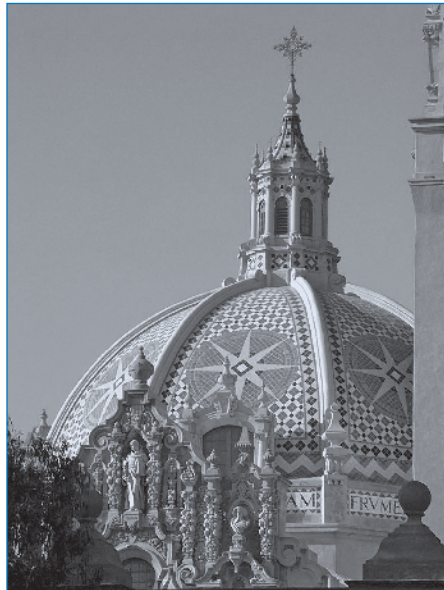


EXHIBIT HALL SCHEDULE

MONDAY, MAY 3– WEDNESDAY, MAY 5

Hall hours 9:15 am–4:00 pm
AM Break 9:30 am–10:30 am
Lunch 12:00 noon–1:00 pm
PM Break 3:00 pm–4:00 pm

MEETING SCHEDULE

SUNDAY, MAY 2– TUESDAY, MAY 4

Categorical course on Practical Approaches to Common Clinical Conditions: Efficient Imaging

SUNDAY, MAY 2– FRIDAY, MAY 7

Electronic exhibits on all subspecialty areas in radiology

MONDAY, MAY 3– FRIDAY, MAY 7

Instructional courses and scientific paper presentations on abdominal, breast, cardiopulmonary, chest, musculoskeletal, pediatric imaging, neuroradiology, emergency radiology, vascular and interventional radiology, nuclear medicine and ultrasound.

TUESDAY, MAY 4– FRIDAY, MAY 7

Case-based imaging review course, covering 11 subspecialty areas in radiology

RULES AND REGULATIONS

The signed exhibit booth application and subsequent notice of space assignment constitutes a contract between the American Roentgen Ray Society (ARRS) and the Exhibitor. The following rules, as well as others listed in this brochure, are part of the contract. Any point not specifically covered in these rules is subject to the decision of the ARRS, whose decision is final.

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

2. Floor Plan ARRS reserves the right to rearrange the final floor plan based on fire marshall request and/or unsold or unoccupied exhibit space, and confirmed exhibiting company will be given a comparable booth location. In said event all exhibitors will be notified.

3. Requirements/Regulations

Exhibitors are not permitted to display products or conduct demonstrations regarding products outside the exhibit hall. Any distribution of literature or samples shall be limited to the exhibitor's booth. Exhibitors may not interfere with any exhibitor displays or materials that are not produced by said exhibitor. Violation of this will result in cancellation of exhibit space during the show without a refund. The use of music, dancers, mimes or other similar entertainment will not be permitted in the exhibit hall.

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

All food and beverages must be purchased from the in-house vendor 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 ARRS Exhibit Management. ARRS reserves the right to impose limitations on noise levels and any other method of operation which becomes objectionable. **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 if they are 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 Champion Expositions 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 pocket knives, pocket tools, badge holders, badge lanyards, and cameras. All items are subject to the approval of ARRS management prior to the opening of the exhibit hall and must be distributed from the confines of the exhibitor's booth.

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 ARRS 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 ARRS 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.

4. Sublet 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.

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

Champion Expositions is the official service contractor for the ARRS Annual Meeting. Registered exhibiting companies will receive an exhibitor services kit by html link 3 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,

audiovisual, drayage, cleaning/porter services, etc. are NOT included in your exhibit space rental fee.

Exhibitors who wish to use a service contractor other than the official service contractor appointed by ARRS 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 Exhibitor Appointed Contractor (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 ARRS. The written request to use an EAC must be submitted to ARRS Exhibit Management by April 15, 2010. All EAC representatives must obtain badges by checking in at the ARRS 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 with all applicable labor contracts and shall comply with all ARRS 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 ARRS plans to use a service contractor other than Champion Expositions, the exhibitor must submit to ARRS 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 ARRS.

6. Exhibit Design and Construction

The regulations listed herein are not intended to unduly restrict exhibits as to either design or utility. The spirit in which the rules are presented is to create and maintain an open atmosphere on the exhibit floor. In designing exhibits, good judgment and consideration for neighboring exhibitors and attendees should be primary objectives. 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. Exposed parts of any display must be finished so as not to be objectionable to other exhibitors. Exhibits must render a safe assembly during installation, dismantling and exhibition periods. Every effort has been made to ensure the accuracy of all information distributed by ARRS, however, due to the ever-changing needs and maintenance schedules of facilities, up-to-the minute information is not always available. The ARRS, the Manchester Grand Hyatt San Diego, their contractors or agents can make no warranties as to the accuracy of floor plans issued in conjunction with or pertaining to the exposition. If the location of building columns, utilities or other architectural components of the facility are considerations in the construction of an exhibit, it is the responsibility of the exhibitor and/or his/her agent to physically inspect the facility to verify all dimensions and locations.

7. Protection of Exhibit Facility

Exhibitors shall not deface any part of the exhibit facility. The cost of repairing any damage done to the exhibit facility by the exhibitor, or his/her employees, representatives or agents will be billed to and paid by the exhibitor. Nothing shall be taped, affixed, nailed, pinned or attached in any manner to any surface in the facility. Banners, posters, signs, etc., are not allowed to be hung from any portion of the exhibit hall without prior written approval. All setup and dismantling of exhibit booths and equipment must be conducted within the exhibit hall. No storage of exhibit materials will be permitted between or behind booth draping.

8. Safety/Fire Codes Exhibitors, service contractors and show management must comply with all federal, state and local fire and building codes that apply to public assembly facilities. A full-time fire marshal is assigned to the facility by the City of San Diego to ensure compliance.

9. Labor Regulations Union labor claims jurisdiction for installation and dismantling including signs and carpet installation. However, full-time employees of exhibiting companies may unpack materials and place items in their booth. Any installation of exhibits or displays which requires the use of hand tools, or more than one person, or longer than 30 minutes to install (including crating or uncrating) or exceeds ten feet in any direction

must be rendered by local authorized union personnel.

10. Material Handling Service Full-time employees of an exhibiting company may hand carry their own materials into the exhibit hall in one trip without using the loading docks. Hand carried is defined as one item that can easily be carried by an individual exhibitor, without the need for dollies or other mechanical equipment. The use of rental dollies, flat trucks, and other mechanical equipment, is not permitted. Champion Expositions will provide all exhibit services. The exhibitor shall provide only the material and equipment that it owns and is to be used in its exhibit space. All other items used in the booth are to be provided only by the official service contractor. Champion Expositions will have complete control of all dock and loading facilities and will receive and deliver all direct and advance shipments and provide all rigging, labor and equipment. Any material handling fees charged by the facility will be paid for by the exhibiting company. All services not ordered in advance must be obtained through Champion Expositions' service center, which will be maintained in the exhibit hall. Trucks or other vehicles using the loading dock will be unloaded by local union personnel. All material-handling equipment will be operated exclusively by local union personnel.

11. Force Booth Set up In the event that no representative of an exhibiting organization has claimed its space by 3:00 pm, May 2, ARRS has the right to relocate the exhibit space. If exhibitor has not claimed space by 3:00 pm May 2, ARRS has authority to allow the 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.

12. Liability Neither the management of the Manchester Grand Hyatt San Diego nor ARRS 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 Manchester Grand Hyatt San Diego, ARRS, 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 Manchester Grand Hyatt San Diego, ARRS, or any of their officers, employees or agents.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Manchester Grand Hyatt San Diego, its owners or managers, which results from any act or omission of the Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Manchester Grand Hyatt San Diego, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Manchester Grand Hyatt San Diego or any part thereof.

13. Indemnification Both the Exhibitor/Contractee and the ARRS 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 Manchester Grand Hyatt San Diego 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.

14. Insurance Exhibitor acknowledges that ARRS 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. 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 ARRS, its officers, directors, agents or employees. 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 ARRS 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 ARRS. The Exhibitor shall provide ARRS with an original certificate of insurance evidencing the maintenance of liability insurance complying with all requirements of this paragraph.

15. Security Overall guard service will be provided by ARRS for the exhibit period, but neither the guard service nor ARRS will 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 ARRS. Exhibitors must comply fully with pre and post exhibit hours regulations as set out in the Exhibitor Service Kit. ARRS badges must be worn by exhibitors at all times in order to gain entry to the exhibit space. Work badges are valid only for setup and breakdown of the exhibits. They may not be used during exhibit hours. ARRS 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. No luggage is allowed in the hall during show hours. 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.

16. 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 ARRS.

17. Personnel Registration & Badges The official ARRS badge must be worn in the exhibit hall at all times. All setup and dismantling personnel must wear special work badges while in the hall. They may be obtained at the ARRS Exhibitor Registration Desk. Each individual exhibitor and/or exhibit representative will be responsible for procuring his/her badge at the ARRS Exhibitor Registration Desk. Exhibitor company badges or company cards are not to be substituted for official ARRS badges. ARRS badges are not to be defaced in any manner or distributed to non-Exhibitor employees or agents. False certification of any individual as an Exhibitor representative, misuse of Exhibitor badges or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be cause for expelling the Exhibitor and its representatives from the exhibit hall and/or removing the Exhibitor's exhibit from the floor without obligation on the part of ARRS for refund of any fees. The Exhibitor and anyone claiming a right to be on the exhibit hall through the Exhibitor waive any rights or claims for damages arising out of the enforcement of this rule. No one will be admitted into the exhibit hall without the proper badge. Upon request, exhibiting companies will be issued up to two one-day guest badges. These badges will be available onsite at registration. The submission of a business card by the guest is required. The badge allows admission into the exhibit hall only during official show hours.

18. 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 ARRS, 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.

19. Cancellation In the event the exhibition is canceled or the Exhibitor does not exhibit due to circumstances within the control of ARRS, the liability of ARRS will be limited to a refund of all moneys paid by the Exhibitor for exhibit booth rental and registration fees. If ARRS should be prevented from holding the exhibition for any reason beyond its 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 ARRS' control, then ARRS has the right to cancel the exhibition or any part thereof, with no liability to the Exhibitor.

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

21. Children 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.

22. Smoking Smoking is not permitted at the ARRS meeting, including the exhibit hall.

23. Violation and Penalties Substantial violation of any of these rules and regulations by the Exhibitor or its employees or agents may, at the option of ARRS, forfeit the Exhibitor's right to occupy exhibit space, and such Exhibitor shall forfeit to ARRS all moneys paid or due. Upon evidence of substantial violation, ARRS may take possession of the space occupied by the Exhibitor and remove all persons and goods. The Exhibitor shall pay all expenses and damages that ARRS may incur through the enforcement of this rule.

24. Amendments/General Supervision All exhibit matters and questions not covered in these rules and regulations are subject to the decision of ARRS management. These rules and regulations may be amended at any time by ARRS, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these rules and regulations, written notice will be given to such exhibitors as may be affected.



American Roentgen Ray Society
1891 Preston White Drive
Reston, VA 20191

Future Meeting Dates

- May 1–6, 2011
Hyatt Regency Chicago
Chicago, IL
- April 29–May 4, 2012
Vancouver Convention
and Exhibition Centre
Vancouver, BC, Canada
- April 14–April 19, 2013
Marriott Wardman Park Hotel
Washington, DC

Nonprofit Org.
U.S. postage
P A I D
Permit No. 311
Frederick, MD