

2011 ARRS Chicago International

Breast And Women's Imaging Symposium

In cooperation with the Society for the Advancement of Women's Imaging

October 13–October 16, 2011



Sponsorship Prospectus

Invitation



On behalf of the Executive Council and the membership of the American Roentgen Ray Society (ARRS), you are cordially invited to attend the 2011 ARRS Chicago International Breast and Women's Imaging Symposium. The meeting will be held October 13–October 16 at the Doubletree Hotel in Chicago. The exhibit area will be open Thursday, October 13–Saturday, October 15. A continental breakfast and a morning and afternoon break will be served daily in the exhibit area.

The 2011 exhibit area will provide your company with the opportunity to:

- showcase and promote products and services to physicians who focus on breast and/or women's imaging
- 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.

ARRS offers Gold, Silver and Bronze level sponsorships to provide you with the opportunity to increase your company's visibility at this important conference.

Sincerely,

*James Brink, MD, 2011-2012 President
American Roentgen Ray Society*



"We are delighted to have ARRS sponsorship for the 2011 Chicago International Breast and Women's Imaging

Symposium, a highly esteemed Chicago tradition and the annual breast and women's meeting to attend."

*-Ellen C. Mendelson, MD
Course Director*



"There are no other venues that provide a balanced educational program with an update on cutting edge technology. This is really 'news you can use'"

*-Marcia C. Javitt, MD
2011 SAWI President
and Course Director*

Past Exhibitors

Bard
Biopsy Sciences
Dilon
Elsevier
FUJIFILM Medical Systems USA
GammaMedica
GE Healthcare
Hitachi

Hologic
Invivo
Lippincott
Mammotome
Naviscan
Philips Healthcare
Siemens Healthcare
SuperSonic Imagine

Sponsorship Application

Complete this application indicating which sponsorship level you prefer and return it to: ARRS, ATTN: KT Husk, 44211 Slatestone Court, Leesburg, VA 20176 or fax it to: (703) 729-4839. Questions should be addressed to the ARRS at (866) 940-2777 or (703) 729-3353 or e-mail khusk@arrs.org

Company

*Pre-Show Contact Name

Title

On-Site Contact Name

Title

Address

City

State/Province

Zip Code/Postal Code

Telephone

Fax

E-Mail

Web Address

Application for Space Submitted by

Signature of Official Representative

Date

**All meeting materials will be forwarded to the pre-show contact at the address listed above unless requested otherwise. In accordance with the terms and conditions and the 2011 rules and regulations outlined in this prospectus, the undersigned understands and accepts all terms and hereby applies for sponsorship and tabletop exhibit space. Upon official acceptance, this document constitutes a contract.*

Product Category

Please check the appropriate categories for your company or product.

- | | |
|--|---|
| <input type="checkbox"/> Breast Imaging and/or Intervention | <input type="checkbox"/> MRI |
| <input type="checkbox"/> Computed Tomography | <input type="checkbox"/> Nuclear Medicine |
| <input type="checkbox"/> Contrast Agents | <input type="checkbox"/> PACS |
| <input type="checkbox"/> Education | <input type="checkbox"/> Publisher |
| <input type="checkbox"/> Film | <input type="checkbox"/> Ultrasound |
| <input type="checkbox"/> Interventional Radiology & Specialized Procedures | <input type="checkbox"/> Biopsy Devices and Equipment |
| <input type="checkbox"/> Other _____ | |

Terms Of Payment

Payment in full for exhibit space/tabletop exhibit must accompany the application. Applications cannot be processed without the required payment.

Make check payable in U.S. Funds to ARRS.

- \$5,000 for Bronze Level Sponsorship
- \$10,000 for Silver Level Sponsorship
- \$20,000 for Gold Level Sponsorship

Charge my credit card:

- Visa
- MasterCard
- American Express

Name on Card

Credit Card Number

Expiration Date

Signature

Total Amount \$ _____

Cancellation and Refund 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 July 15, 2011. There will be no refund for cancellations received after July 15, 2011.

Sponsorships & Exhibits

Bronze Level Sponsorship (\$5,000)

- Tabletop display (one skirted six foot table with a chair). Display space is 6' x 2'
- Acknowledgement on conference signs and promotional materials
- Logo placement on the conference website
- Symposium registration for one participant

Silver Level Sponsorship (\$10,000)

- Tabletop display (one skirted six foot table with two chairs). Display space is 6' x 2'
- Acknowledgement on conference signs and promotional materials
- Logo placement on the conference website
- Full-page black and white ad in *American Journal of Roentgenology (AJR)*
- Registration list
- Symposium registration for three participants

Gold Level Sponsorship (\$20,000)

- Tabletop exhibits (two skirted six foot tables with two chairs) and/or equipment demonstrations that would fit within this space. Display space is 12' x 14'
- Acknowledgement on conference signs and promotional materials
- Logo placement on the conference website and link to company web site
- Full-page color ad in *American Journal of Roentgenology (AJR)*
- Company information distributed at registration
- Web banner ad on www.arrs.org
- Registration list
- Symposium registration for six participants

Important Dates for Exhibitors

August 1, 2011

- Application with payment due to ARRS.
- Company logo due to KT Husk at khusk@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 KT Husk at khusk@arrs.org. This information will be included in the meeting program materials provided to all meeting attendees.

August 15, 2011

- Reserve ad space for inclusion in the October issue of the *American Journal of Roentgenology (AJR)*. This is your chance to announce your participation and celebrate breast cancer awareness month. A one page ad is included with Silver and Gold Sponsorships.

August 26, 2011

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

Travel Information

The 2011 ARRS Chicago International Breast and Women's Imaging Symposium will be held October 13-16 at the Doubletree Hotel in Chicago. This is the official headquarters hotel for this meeting.

Hotel Reservations

Once ARRS has received payment for your tabletop exhibit, we will send you an e-mail with a link to the hotel reservation information.

Eligibility for Exhibiting

Any exhibitor whose proposed exhibit will enhance the educational and scientific goals of the 2011 ARRS Chicago International Breast and Women's Imaging Symposium is encouraged to apply for space and sponsorship. 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. All space will be assigned by ARRS.

Tabletop Exhibit Installation

Thursday, October 13
7:00 am–11:00 am

All exhibits must be fully operational by noon on Thursday, October 13.

Badges are required for entry into the exhibit area on installation dates and may be obtained from 1:30 pm–5:00 pm on Wednesday, October 12 and 6:30 am–noon on Thursday, October 13. Because of safety considerations, no children under the age of 18 will be allowed in the exhibit area during installation and dismantling.

Exhibit Hours

Thursday, October 13
Noon–4:00 pm

Friday, October 14–Saturday, October 15
7:00 am–4:00 pm

Exhibit Dismantling

Saturday, October 15
4:00 pm–5:30 pm

Please note that no packing of materials or equipment can begin until 4:00 pm on October 15. By signing the exhibit space application, the exhibitor agrees not to begin dismantling until the exhibit area is officially closed.

Rules & Regulations

The signed exhibit 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. Requirements/Regulations Exhibitors are not permitted to display products or conduct demonstrations regarding products outside the Exhibit Area unless coordinated by ARRS for Gold Level Sponsorship. Any distribution of literature or samples shall be limited to the exhibitor's area. 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 Area. The exhibitor must, at his/her expense, maintain and keep their exhibit area in clean and good order.

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. 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 AREA MAY PRODUCE RADIATION AT ANY TIME DURING MOVE-IN, THE EXHIBIT PERIOD OR MOVE-OUT.**

Prize drawings are permitted if they are consistent with applicable state and local laws that govern drawings. Compliance with state and local laws is the exhibitor's responsibility. Exhibitors may distribute small, tasteful token gifts such as pens, notepads, water bottles, etc. from their exhibit. 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 area. 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 Area or forfeiture of exhibition space.

3. 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.

4. 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 traffic flow or infringe on the space of other exhibitors.

The display space is 6 feet by 2 feet (6' x 2'). The maximum height of the display is 8 feet including the table, or 5 feet 6 inches from the table's surface. If the table provided by management is not utilized, the entire display must fit into a space 6 feet wide by 2 feet deep by 8 feet high. All materials must be displayed within the above-mentioned space and cannot be adhered to walls.

5. 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 Area without prior written approval.

6. 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.

7. Material Handling Service Fulltime employees of an exhibiting company may hand carry their own materials into the Exhibit Area 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.

8. Liability Neither the management of the Doubletree Hotel, Chicago, IL, 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 space at its sole risk. Neither the management of the Doubletree, Chicago, IL, 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 Doubletree, Chicago, IL, 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 Doubletree, Chicago, IL, its owners or managers, which results from any act or omission of the Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Doubletree, Chicago, IL, 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 Doubletree, Chicago, IL, or any part thereof.

Rules & Regulations

9. 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.

10. Security ARRS will not be responsible for loss or damage to any property for any cause. No one will be allowed in the Exhibit Area before or after the published hours without written permission from ARRS.

ARRS badges must be worn by exhibitors at all times in order to gain entry to the exhibit space. ARRS reserves the right to inspect any package, box, handbag, or other means of conveyance leaving or entering the Exhibit Area 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.

11. 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.

12. Personnel Registration and Badges The official ARRS badge must be worn in the Exhibit Area at all times. Each individual exhibitor and/or exhibit representative will be responsible for procuring his/her badge at the ARRS 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 area 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 Area 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 Area without the proper badge.

13. Americans with Disabilities Act (ADA) Exhibitors are responsible to comply with all applicable provisions of the ADA for their 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.

14. 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 rental and registration fees before July 15. After this date, there is no refund. 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.

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

16. Children Children younger than age 18 are not allowed in the Exhibit Area unless accompanied by an adult. No children will be allowed in the area during set up and tear down times.

17. Smoking Doubletree Hotel, Chicago, IL is a smoke-free property.

18. 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.

19. 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.