ARRS 2020 ANNUAL MEETING
EXHIBITOR & SPONSORSHIP PROSPECTUS
SHERATON GRAND CHICAGO • CHICAGO, IL

www.arrs.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

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.

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.
**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.

**ARRS MEMBERS PLACE OF PRACTICE**

(2017 AJR Survey)

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)
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
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.

SAVE 15%

When You Purchase Your Booth by February 3, 2020

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 x 180) 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.
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.arrs.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 Phone: 1-703-729-3353
Attn: Stephanie Traylor or 1-866-940-2777
44211 Slatestone Ct Fax: 703-729-4839
Leesburg, VA  20176 straylor@arrs.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' x 10' 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' x 10' 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.
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

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