

EXHIBITOR PROSPECTUS



Stockholm

Sweden

"Clinical Needs & Technological Solutions"

Exhibitors enjoy these benefits and more!

- ◆ Exposure to 5500+ International Attendees
- ◆ Multi-Level Sponsorship Opportunities
- ◆ Priority Placement with Early Application
- ◆ Opening Reception in the Exhibit Hall
- ◆ Complimentary Meeting Registration

And much, much more!

Look inside or visit

<http://www.ismrm.org>

The International Society for Magnetic Resonance in Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing Medical education for physicians.

2007 pricing
rate for 2010
exhibit-floor space

Joint Annual Meeting: 1-7 May 2010



Dear ISMRM-ESMRMB Exhibitor:

Reach thousands of your key buyers who hold purchasing power by exhibiting at the Joint Annual Meeting ISMRM-ESMRMB 2010.

The International Society for Magnetic Resonance in Medicine and the European Society for Magnetic Resonance in Medicine and Biology are pleased to announce the Joint Annual Meeting ISMRM-ESMRMB, 1-7 May 2010, Stockholm, Sweden — Clinical Needs and Technological Solutions! This prospectus contains all of the ISMRM rules and regulations regarding your exhibit participation as well as useful information that will enhance your exposition experience in Western Europe.

You asked for it and we made it happen! We are very excited about the new look of our exhibit floor this year—a combined exhibition and poster floor facilitating the benefit of increased floor traffic to you our exhibitors. This is definitely the year for you to take advantage of sponsorship opportunities to capture the traffic, promote your company and seize the business. If you don't, for sure your competition will. Because of traffic generated due to a combined floor this year, we do expect our limited sized allocated exhibit floor to sell out quickly this year and will be accepting your applications immediately.

Stockholm is Scandinavia's most regal, elegant, and intriguing city and is the capital and largest city of Sweden. The Nobel Prizes, with the exception of the Nobel Peace Prize, are presented in Stockholm, Sweden, at the annual Prize Award Ceremony on the 10th of December, the anniversary of Alfred Nobel's death. Stockholm is the site of the national Swedish government, parliament, and the official residence of the Swedish monarch. It is also home to IKEA, ABBA, and host to the Joint Annual Meeting ISMRM-ESMRMB, 1-7 May 2010. See you in Stockholm!

Roberta A. Kravitz
ISMRM Executive Director
roberta@ismrm.org

Monika Hierath
ESMRMB Executive Director
mhierath@esmrm.org

Sandra Daudlin, CMP
ISMRM Director of Meetings
sandra@ismrm.org

Don't delay! Reserve your space by 1 December 2009!



—The ISMRM Staff

Roberta A. Kravitz, Executive Director
Jennifer Olson, Associate Executive Director
Robert Goldstein, Director of Education
Stephanie Haaf, Education Coordinator
Sandra Daudlin, Director of Meetings
Melisa Martinez, Meetings Coordinator
Mary Keydash, Director of Publications
Mariam Barzin, Director of Finance
Kailin Mardones, Accounting Coordinator
Jerusha Rich, Registrar
Sally Moran, Director of
Electronic Communications
Allison Barbour, Electronic
Communications Coordinator
Kristina King, Director of Membership
Liz Tharpe, Membership Coordinator
Linda O-Brown, SMRT Coordinator
Mary Day, Office Manager

— The ESMRMB Staff

Monika Hierath, Executive Director.
Szilvia Csoka
Denise Cosulich

We are standing by to answer
your questions about being an
ISMRM-ESMRMB exhibitor
in Stockholm, Sweden.



Prospectus Contents

Welcome Letter	2
Exhibitor Benefits	3
2009 Meeting Analysis	4-5
2009 Exhibitors & Corporate Sponsors	6
Marketing/Sponsorship Opportunities	7
2010 Technical Exhibition Rates	8
Priority Points and Booth Assignments	9
Floor Plan and Booth Designs	10-11
Exhibition Rules & Regulations	12
Contract Instructions	13
Contract for Exhibit Space	13-15
Exhibitor Registration	16
Technical Exhibition Dates & Hours	17
Housing	18
Stockholm Economics	19
Calendar	20

→ **Maximum Exposure to Potential Customers**

By exhibiting with the ISMRM, you will enjoy unsurpassed exposure to the world's top MR experts. We showcase our exhibitors in our meeting publications and on our web site to ensure excellent booth traffic in the exhibit hall and during our opening reception.

→ **Sponsorship Opportunities (Customize your own!)**

We are delighted to offer multiple opportunities for our exhibitors to increase their presence at our meeting. Not only are a number of key meeting items available for sponsorship, but we are happy to discuss your ideas for promoting your company. Roberta A. Kravitz, ISMRM Executive Director, will work with you directly to find ways to maximize your involvement in our meeting. To contact Roberta, please call +1 (510) 841 1899, or email her at roberta@ismrm.org.

→ **Reduced Publisher Rates**

We are pleased to offer publishers a discounted booth rental rate. Please submit your company description to us via email at exhibits@ismrm.org in order to qualify before submitting your Contract for Exhibit Space.

→ **Reduced Housing Rates**

MCI has been appointed to work with you on securing accommodations for your booth personnel. We work closely with MCI to ensure the lowest prices in hotels we personally inspect in order to guarantee quality.

→ **Frozen Exhibit Rates**

The ISMRM Board has frozen its 2010 exhibit rates at 2007 pricing in order to assist you with your bottom line.

→ **Exhibitor Functions**

We are pleased to assist you with your social functions well in advance of the meeting, which must be pre-approved by the ISMRM. Sandra Daudlin will work with you to secure adequate function space in a preferred venue and can be contacted at sandra@ismrm.org.

→ **Timely Updates on Meeting Developments**

To keep you updated, we will send electronic newsletters to our exhibitors throughout the planning process.

→ **Up-to-Date Industry Demographics**

New and improved industry demographics to assist you in making solid business decisions.

→ **Professional Event-Support Staff**

A creative and dedicated ISMRM staff committed to providing you with a remarkable exhibit experience.

→ **Real-Time Exposure to Decision Makers**

Unlimited networking opportunities with an international group of the world's largest community of MR scientists, clinicians and technologists.

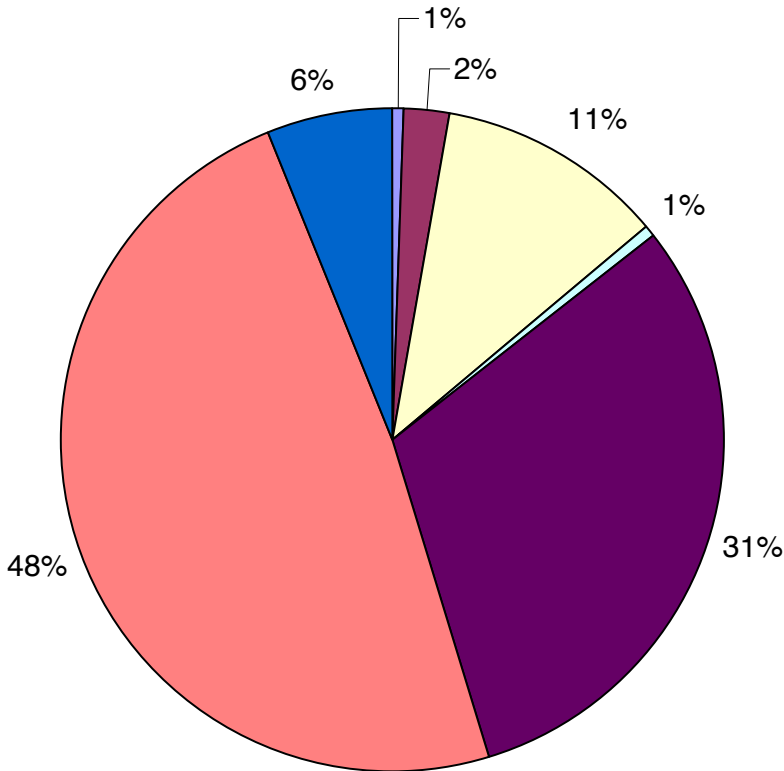
Contact the ISMRM

T: +1 (510) 841 1899 • F : +1 (510) 841 2340
E: info@ismrm.org • <http://www.ismrm.org>

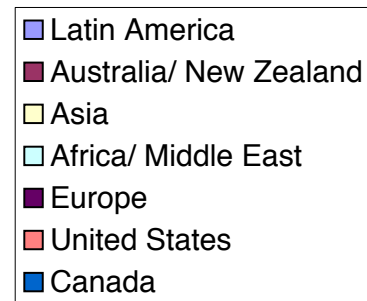


Registration Analysis

The ISMRM and ESMRMB are committed to an exceptional Scientific Meeting and Exhibition that is globally accessible and persuasive for meeting attendees around the world. Picture your company in front of the world's most comprehensive network of magnetic resonance specialists. Plan on partnering with ISMRM-ESMRMB in Stockholm!

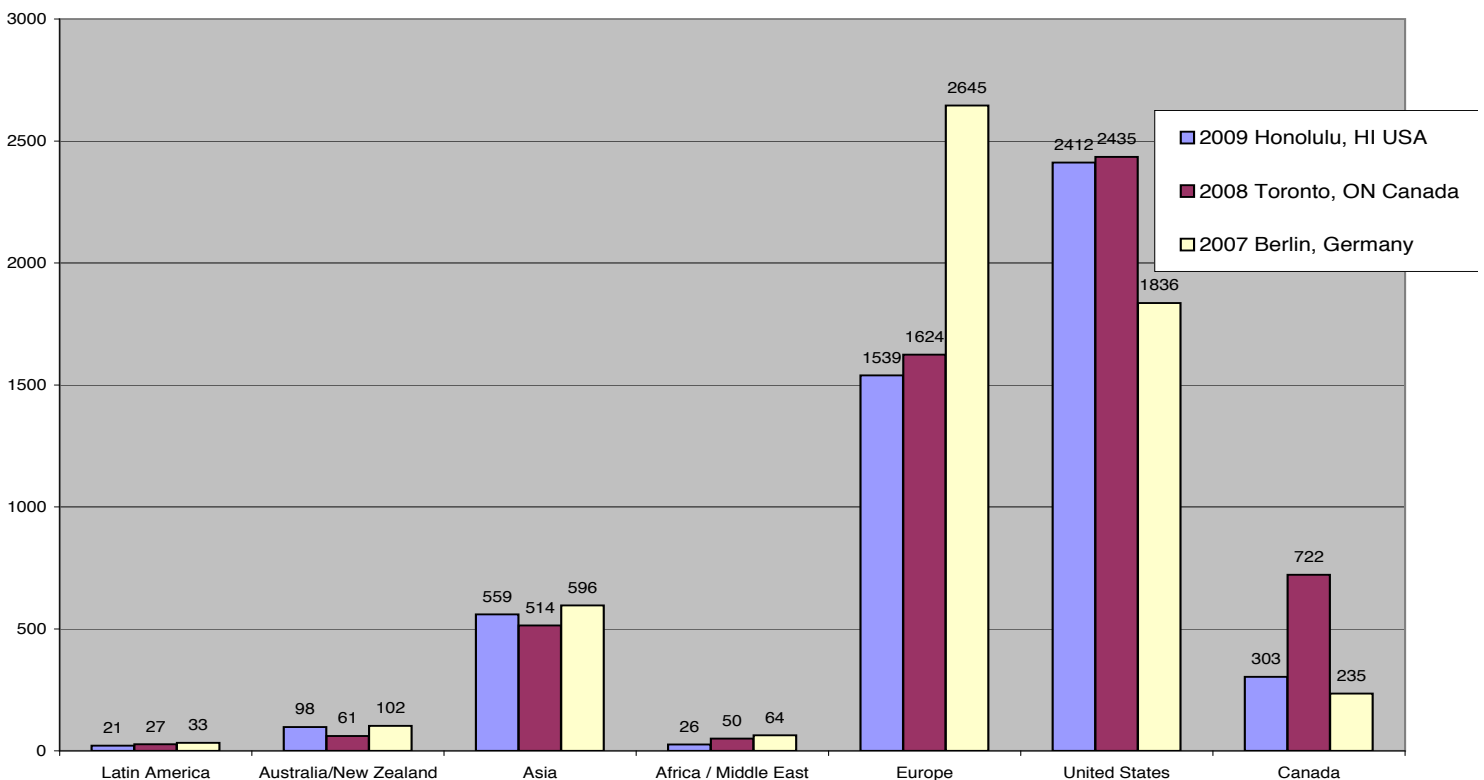


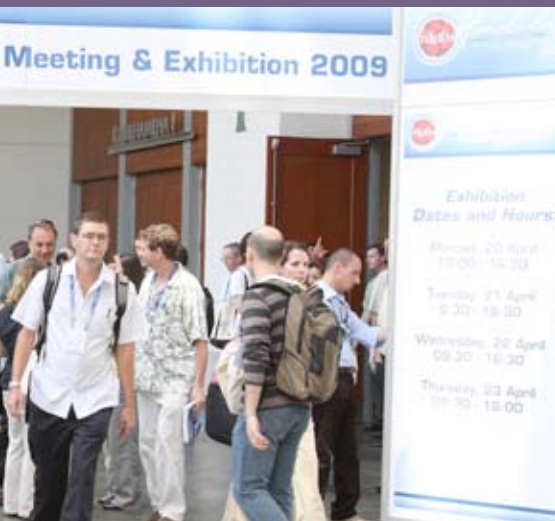
Global Presence 2009



Your global growth is our priority!

Three-year Growth Pattern





Grow With Us!

The Joint Annual Meeting of ISMRM-ESMRMB offers a unique composition of scientists, physicians and technologists from around the world. It is this diverse attendee population, committed to the development and clinical application of magnetic resonance imaging, that provides companies with a unique opportunity to reach all the researchers, developers, and the end users at the largest meeting in the world dedicated to the advancement of magnetic resonance imaging!

Your company will enjoy international exposure

COUNTRY	2009
Argentina	1
Australia	86
Austria	27
Belgium	34
Brazil	10
Canada	303
Chile	5
China	121
Columbia	1
Cyprus	1
Czech Republic	22
Denmark	64
Estonia	1
Finland	19
France	95
Germany	408
India	15
Ireland	7
Israel	20
Italy	58
Japan	206
Lithuania	4
Luxembourg	1
Malta	1
Mexico	13
Morocco	1
New Zealand	12
Norway	37
Philippines	1
Poland	10
Portugal	4
Romania	8
Russia	1
S. Africa	5
S. Korea	95
Saudi Arabia	1
Scotland/UK	8
Singapore	21
Slovakia	2
Spain	28
Sweden	55
Switzerland	98
Taiwan	91
Thailand	7
The Netherlands	168
Turkey	15
United Kingdom	355
USA	2408
Venezuela	2

2009 ISMRM Meeting Attendance Statistics

Abstract submissions	6048
Oral presentations	860
Electronic posters	1760
Traditional posters	2304
Educational presentations	472
Student stipends awarded	647

ISMRM Attendance History

	2001	2002	2003	2004	2005	2006	2007	2008	2009
Professional Attendees	3743	3516	3003	3266	4491	4872	5350	5324	4958
One-day-only Attendees	52	22	32	65	61	45	106	109	47
Spouses	6	22	6	15	9	10	30	42	33
Exhibits-viewing-only	15	47	26	52	42	46	55	82	13
Exhibitor Personnel	653	653	564	866	1043	906	1043	1132	630
Guests to the Exhibition	NA	NA	NA	NA	NA	27	7	0	1
# of Exhibiting Companies	56	53	59	49	60	71	71	86	56

“The quality of the technical presentations is excellent!”

“The ISMRM is THE key marketing event for International Electric (IECO) each year. With global coverage of the attendees specifically focused on MRI, the exhibition week is cost effective and time well spent.

ISMRM's Scientific Meeting & Exhibition is an excellent networking event whereby you can meet customers, end users, researchers and colleagues from the industry. It has always been fun to work with the ISMRM staff and we will certainly look forward to the next exhibition in Stockholm. ” — **International Electric**



ISMRRM Corporate Member Program

Enjoy the benefits of ISMRRM Corporate Membership.

Find out how by contacting Roberta A. Kravitz, ISMRRM Executive Director

T: +1 (510) 841 1899

F: +1 (510) 841 2340

E: roberta@ismrm.org



2009 Exhibitors

Academy of Molecular
Imaging

ACIST Medical Systems

Advanced Imaging
Research, Inc.

AE Techron

AEA Technology Inc.

Analogic Corporation

Applied Radiology

Avotec

**Bayer Healthcare
Pharmaceuticals**

Biopac Systems

Bracco

Brain Products

Bruker BioSpin MRI

Communication Power
Corporation

Doty Scientific, Inc.

ESMRMB

GE Healthcare

GMW Associates

Hitachi

ICAD, Inc.

International Electric

Invivo

ISMRRM

Isonic, LLC.

Ixico, Ltd.

Lippincott Williams
& Wilkins

LMT Lammers Medical
Technology

m2m Imaging Corp

Magritek Limited

Mednovus, Inc.

Medrad, Inc.

Metrasens LTD.

MR Instruments

MR Solutions

Neoptix Fiber

Optic Sensors, Inc.

NordicNeuroLabs

Nova Medical, Inc.

NUKEM GmbH

Opsens Optical Sensors

Philips

Pie Medical Imaging

PulseTeq

RAPID Biomedical GmbH

Remcom

Resonance Research Inc.

Resonance Technology

Robin Medical, Inc.

SA Instruments

Saunders/Mosby-Elsevier

Schmid & Partner
Engineering AG

Siemens

Tesla Engineering Ltd.

The Phantom Laboratory

Topspins

Toshiba

Varian, Inc.

Wiley & Sons, Inc.

ISMRRM Corporate Members

2009

Gold

GE Healthcare

Philips

Siemens

Silver

Bruker BioSpin

Bronze

**Bayer
Healthcare Pharmaceuticals**

Bracco

Hitachi

Toshiba

Varian, Inc.





Sponsorship & Marketing Opportunities

The ISMRM is pleased to provide several new sponsorship and promotional opportunities for exhibitors. Sponsoring any item entitles your company to be acknowledged on the ISMRM web site as an official meeting sponsor. For more information, please contact:

Roberta A. Kravitz, ISMRM Executive Director

T: +1 (510) 841 1899

F: +1 (510) 841 2340

E: roberta@ismrm.org

Attract Attendees with Sponsorship Opportunities

Opening and Closing Receptions

Over the last few years, the opening and closing receptions have become very popular. Give your company an opportunity to market as well as provide our attendees with unique opportunities to network.

Advertisement in the Exhibition Guide

This guide is distributed to all meeting attendees. Full page and half-page, four-color or black and white ads are available. Reserve your ad space by 16 February; artwork is due by 2 March.

Banners in Approved Locations

We will hang your banner with your name and logo in a strategic location at the convention center!

Coffee Breaks

Coffee, tea, and soda have become a staple at ISMRM meetings. Sponsor a coffee break, or even two or three.

Convention Bag Inserts

We will place in the convention bag your key chain, note pad, lollipop, mints, screen wipe, mouse pads, advertisement, or invitation to a symposium, ancillary event, or to your exhibit booth. Bags are distributed to all meeting attendees.

Educational Courses

Sponsor a course of your special interest and receive not only acknowledgment in the Program Book, which is distributed to all attendees, but signage outside the session room door as well as a walk in slide before course starts.

T-Shirts

T is for T-shirt. Help sponsor this item and see your company name and logo incorporated into the design of the shirt!

Meeting Home Page

The ISMRM web site (<http://www.ismrm.org>) has become a highly trafficked site on the World Wide Web. In addition, 82% of our attendees register for the Annual Meeting online, as well as submit abstracts to the meeting electronically. Take advantage of the heavy MR community traffic through our Annual Meeting home page. Sponsor the ISMRM Meeting Home Page (<http://www.ismrm.org/10>) and get maximum exposure!

Pens

We hand out over 6,000 pens to our attendees and exhibitors every year. Sponsor this popular item and see your company's name in the hands and pockets of all our attendees!

Proceedings & Educational Syllabus DVD

Every attendee receives one or both of these DVDs to take back to their offices and labs. Sponsorship of one or both of these DVDs will insure your company's logo prominently displayed on the DVD artwork.

Program-at-a-Glance Booklets

Help the attendees carry the program in their badge holders! Sponsor this little "big" booklet (7cm x 9.5cm), and your company's logo, and even a small ad, can be incorporated into this mini publication, which will be distributed to all attendees.

Speaker Ready Room

With over 860 oral presentations, this certainly qualifies as a meeting hub. Sponsoring the Speaker Ready Room will guarantee maximum exposure with signage both inside and outside acknowledging your company's support.

Your Ideas Are Welcome!

Have an Idea for Sponsorship? Call us or email us. We would love to hear it! WE are open to all ideas and suggestions.

How to Contract for Technical Exhibit Space

Contracts for exhibit space will not be processed without the following:

- (1) A sketch or plan of the exhibit space if space ordered exceeds nine square meters;
- (2) A description of all products or equipment to be displayed within the exhibit space (brochures are acceptable);
- (3) A certificate or proof of insurance verifying commercial liability coverage for this event with the ISMRM named as an additional insured, valid through the dates of the show; and
- (4) Please make checks payable to:
International Society for Magnetic Resonance in Medicine
Full payment of the total rental cost to be submitted by
1 December 2009.

Only US Funds will be accepted.

No space will be assigned or finalized until all contractual conditions are met and full payment is received.

Technical Exhibit Space Rental Rates at 2007 Prices!

Exhibit-Space Category	Cost
• Standard Rate	US\$425.00 per square meter
• Publishers Rate	US\$400.00 per square meter (To qualify for the discounted publisher's rate, the primary products to be displayed must be printed and/or electronic journals, books, and/or magazines.)
• Corner Rate	US\$125 additional per corner (Minimal corner space is available and will be granted on a first-come-first-served basis if booth space is paid in full by 1 December 2009).



Stockholm International Fairs develops, produces and organizes exhibitions and congresses. Being an environmentally conscious market leader, their goal is to develop sustainable efforts to benefit the environment as well as their clients, suppliers, and visitors.

Stockholm International Fairs works relentlessly to find sustainably sound solutions in all areas of operation. A testimony to their commitment is the decision to introduce an "environmental management system."

The focus areas of this effort are energy, transportation, waste, food and accommodation. The objective is to ensure an on-going reduction in energy consumption and to reduce the company's environmental footprint in all areas of operations.

"ISMRM is the venue to meet with thought leaders from around the globe to discuss ideas of the future in MRI. The Scientific Meeting & Exhibition also provides MEDRAD, INC. with an excellent opportunity to exhibit our products and services.

—MEDRAD, INC.



Priority Placement

Submit your Contract for Exhibit Space as soon as possible in order to receive the maximum priority points possible.

Announcement of exhibit space assignments will be made on:

15 December 2009

Cancellation Policy

Cancellation of exhibit space must be made in writing on or before:

Friday, 15 January 2010

for a full refund (minus a \$75 administration fee) of monies paid.

If space is canceled after Friday, 15 January 2010, there will be no refund, and ISMRM will retain as liquidated damages all monies paid.

Booth Assignment & Priority-Placement Points

As in past years, the Society will be awarding priority placement points.

Exhibitor preferences will be honored according to the exhibiting company's earned priority points, which are determined by the date the contract is received, payment status, history with the ISMRM, and corporate membership status. However, ISMRM reserves the right to allocate space on any other basis it deems appropriate. Priority points will be awarded on the following criteria:

Date Points

A maximum of 60 date points may be earned by returning the application and full payment on or before 1 December 2009. Each day thereafter, two points per day will be subtracted until all date points have been exhausted.

History Points

Four seniority points are awarded for each consecutive year a company exhibits beginning with March 1994. If a company exhibited twice in 1994, they will receive an additional two points. Three points are awarded for each year exhibited non-consecutively from 1994 to 2009.

Corporate Members

ISMRM Corporate Members earn additional points by being Corporate Members. Current year Gold Corporate Members will receive five points, Silver Members will receive three points, and Bronze Members one point. All Corporate Members are rotated on an annual basis to ensure fair placement within their corporate membership category. Corporate Member booth placement also depends upon preferences, booth size, and overall configuration of the final floor plan. However, ISMRM reserves the right to allocate space on any other basis it deems appropriate.

Designate Your Exhibitor Representatives

The signer of the Contract for Exhibit Space, or the designee, shall be the Official Representative of the exhibiting company and shall have the authority to act on behalf of the company in all negotiations and to certify representatives. The Official Representative will receive all printed and electronic ISMRM Exhibition materials including the service kit, as well as badges and vouchers on site. The Official Representative may designate an Additional Representative to coordinate responsibilities if the Official Representative is unavailable. Both Representatives will receive regular email updates from the ISMRM.

Your Company Profile is Publicized

Exhibitors are required to provide a 200-word company profile to our Meetings Coordinator (melisa@ismrm.org) detailing their products and/or services to be published in the 2010 Guide to the Exhibition and Poster Sessions distributed to all meeting attendees. Only one profile per booth is permitted. The deadline for turning in your company profile is Friday, 5 February 2010. Please send your profile by email only to Melisa Martinez, Meetings Coordinator: melisa@ismrm.org. Forms and further information will be provided on the ISMRM web site: <http://www.ismrm.org/10>.

PLEASE NOTE: Listing in the 2010 Guide to the Exhibition and Poster Sessions and Program Book is available only to exhibitors whose full payment has been received.

An Online Service Kit is Provided

The ISMRM Service Kit will be made available online on Friday, 22 January 2010 to exhibiting companies whose full payment has been received. The kit contains a complete set of downloadable service forms. Submit your Contract for Exhibit Space as soon as possible in order to receive the maximum priority points possible.

"The ISMRM Scientific Meeting and Exhibition offers Remcom a unique opportunity to interact with a cross section of the MR community in a convenient setting. It is a great venue for visiting with current customers and meeting new ones. In addition, the quality of the technical presentations is excellent and very relevant to Remcom's market." —Remcom, Inc.



Boothspace Design Options

In an effort to create a balanced exhibit floor, island exhibits will be positioned strategically throughout the floor plan. In fairness to all participating companies, no company shall be granted the primary location nearest the entrance for consecutive years. ISMRM reserves the right to rearrange the floor plan at any time, for any reason. ISMRM also reserves the right to relocate any exhibitors should it become necessary for causes beyond the control of ISMRM or advisable in the best judgment of the ISMRM. The signing of the contract constitutes full agreement with these assignment policies and procedures.

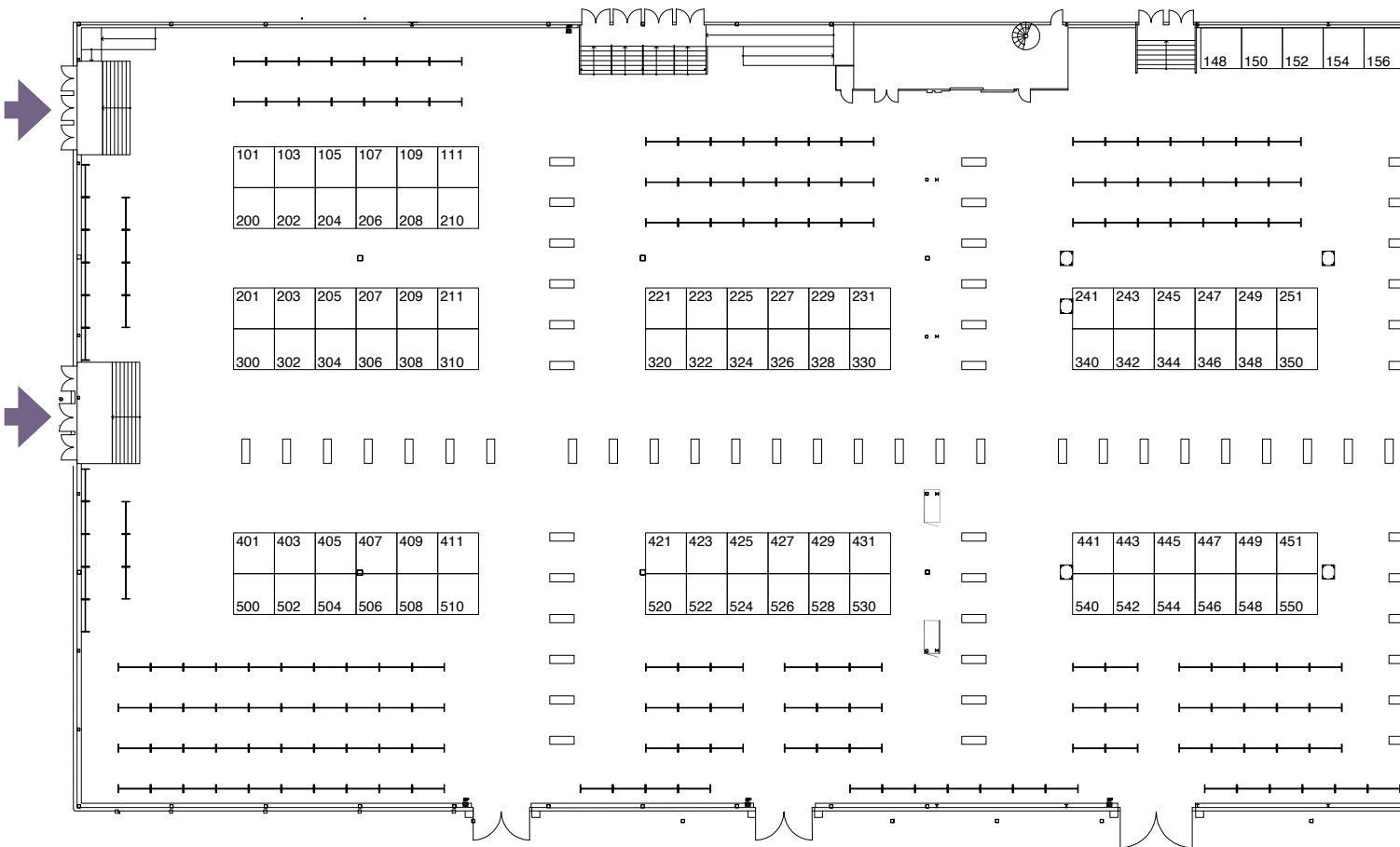
Preliminary Floor Plan

The Joint Annual Meeting ISMRM - ESMRMB 2010 will be held at Stockholm International Fairs, 1-7 May 2010. The Technical Exhibition will be located on the main level in Exhibit Hall B. The Poster Exhibition will also be located in Exhibit Hall B, intertwined for the first time ever with the exhibits. (When you enter Exhibit Hall B, you will be entering a hall that has exhibits, traditional posters, and electronic posters all sharing the same floor with each other, but in the logical pattern outlined below.

Please note that the final floor plan will be different from the preliminary floor plan shown in the Prospectus for the purposes of booth selection. The ISMRM re-draws its floor plans yearly based on the requests and needs of its exhibitors, rather than requiring its exhibitors to fit into an existing model. The ISMRM reserves all rights to draw a floor plan that best meets its show requirements, but will do all possible to accommodate exhibitors' requests as submitted on the contract for booth space.

Our rules and regulations have been created to give each exhibitor the most effective use of rented space. Space dimensions shown on floor plans are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at the rear of the booth. ISMRM will provide aisle carpet only. All booths must be carpeted.

Entrances to Exhibit Hall, Technical Poster Hall and Electronic and Multi-Media Posters



Stockholmsmässan, Stockholm International Fairs Hall B, Stockholm, Sweden

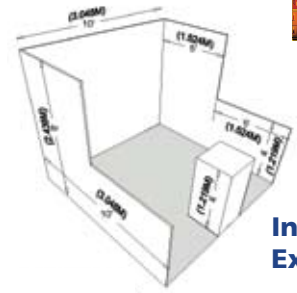
Our floor is designed for maximum use of space, facilitation of traffic, and attendee and exhibitor satisfaction



Final booth drawings and sizes will be made available in the ISMRM Service Kit and may differ slightly from below drawings.

In-Line Exhibits

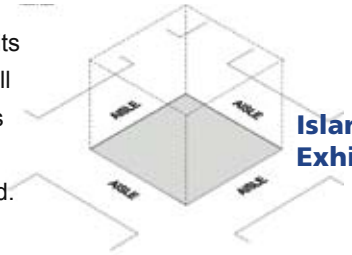
Linear booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. The entire rented space may be occupied from the floor up to a height of 2.43 meters. Any items above .91 meter in height must be inset by .30 meter from the aisle. Each in-line exhibit will be supplied with pipe and drape and a 17.78 cm by 111.76 cm company I.D. sign and booth number. The backwall drape will be 2.43 meters in height. The side drape will be 91.44 cm in height.



In-Line Exhibit

Island Exhibit

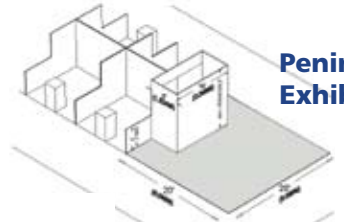
An Island booth is any size booth exposed to aisles on all four sides. Island or free-standing exhibits 6.0960 meters by 6.0960 meters or larger must be set inside the booth space by .3048 meter on all sides. A diagram must be submitted to and approved by the ISMRM. Variance above 4.876 meters with fully detailed drawings must be approved by the Exhibits Manager, Patti McDowell, no later than sixty (60) days prior to the first day of move-in. A maximum of 6.096 meters will be considered.



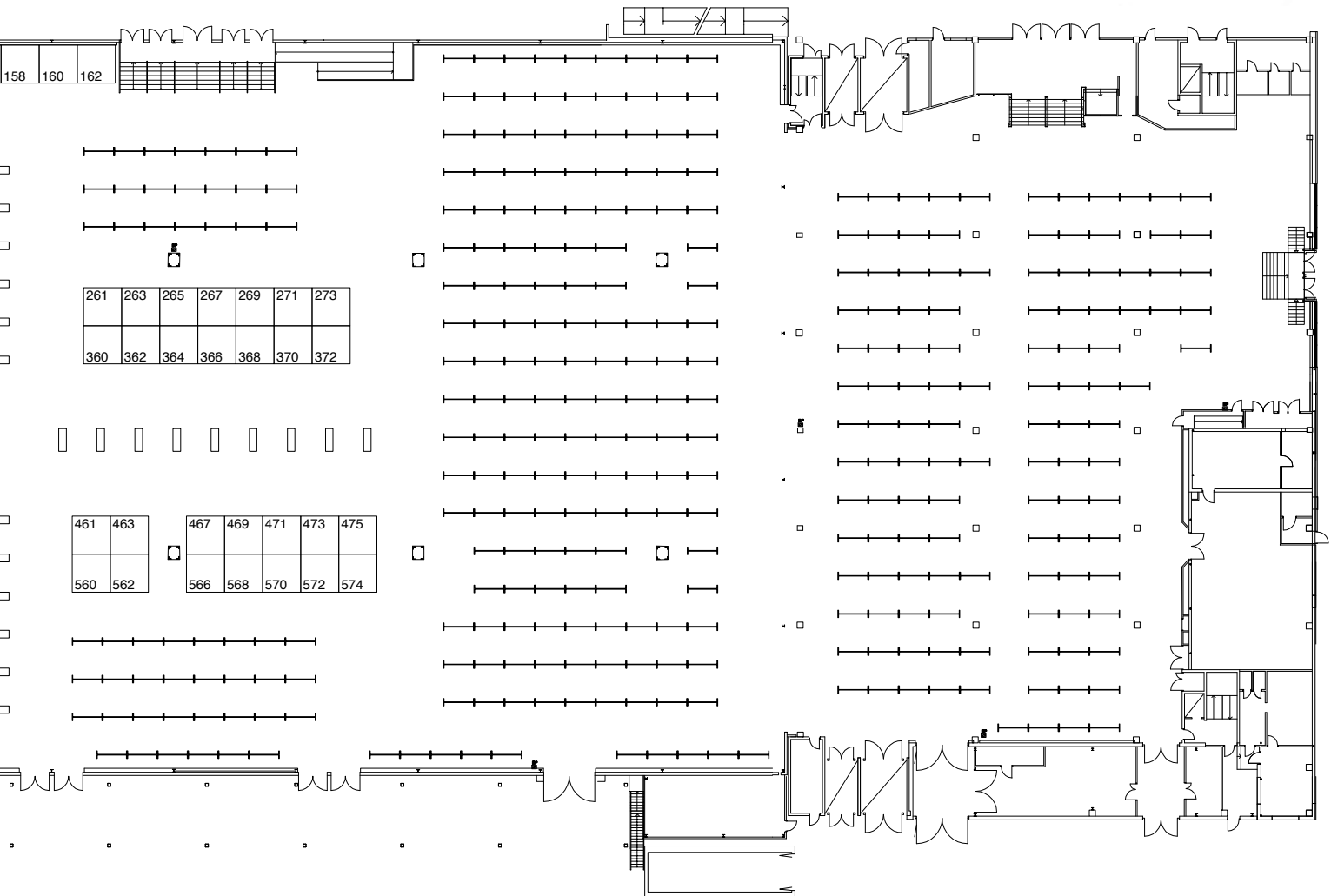
Island Exhibit

Peninsula Exhibits

A Peninsula booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula booths: a) one which backs to Linear booths and (b) one which backs to another peninsula booth and is referred to as a “split island booth.” Peninsula exhibits, 3.048 meters by 6.096 meters or larger must limit the height of the center of the back wall to 3.048 meters. The height inside of the stand may be 3.048. The perimeter of the stand must be inset by .3048 meters for any structure above .9144 meters. A diagram must be submitted to and approved by both the ISMRM and Champion.



Peninsula Exhibit



Exhibition Rules and Regulations

Your contract includes understanding of the following rules and regulations. Please read them carefully and call us if you have questions. We're here to help you enjoy maximum safety and security as an exhibitor.

*Please read
these important
exhibition
regulations.*

Liability, Insurance, and Security

Each exhibitor must make provisions for safeguarding its goods, materials, equipment, and display at all times. General overall guard service will be provided by ISMRM for the exhibition period, but neither the guard service nor ISMRM will be responsible for loss of or damage to any property for any cause. All space occupied by an exhibitor must be surrendered by it in the same condition as it was at the commencement of occupation.

ISMRM, its officers, directors, agents, and employees, shall not be liable for and are hereby released from any claims, liabilities, losses, damages, or expenses relating to or arising out of any injury to any personnel of exhibitor or to any other person for any loss of or damage to any property of exhibitor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the exhibition, and the exhibitor shall be fully responsible for any such injury, loss, or damage except as otherwise provided in the Lease Agreement between ISMRM and Stockholm International Fairs, and the exhibitor shall protect, indemnify, hold harmless, and defend ISMRM, its officers, directors, agents, and employees, against all such claims, liabilities, losses, damages, and expenses, including reasonable attorney fees and costs of litigation, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the negligence of ISMRM, its officers, directors, agents, or employees. Each exhibitor shall maintain, entirely at its expense, general public liability insurance against claims for bodily injury, death, or property damage incident to, arising out of, or in any way connected with the exhibitor's participation in the exhibition, to the limit of not less than one million dollars (US\$1,000,000) for bodily injury, death, or property damage in any one occurrence. Such insurance maintained by the exhibitor shall include coverage of the indemnification obligations of the exhibitor under these rules and regulations and shall cover ISMRM as an additional named insured.

At the time the Contract is submitted, the exhibitor shall furnish to ISMRM a certificate evidencing the insurance required by these rules and regulations to be maintained by the exhibitor. That certificate, or the related policy, must provide, to the extent obtainable, that the policy may not be canceled without at least ten

(10) days' prior written notice by mail to ISMRM by the insurance company.

Each exhibitor acknowledges that it is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against ISMRM, its officers, directors, agents, or employees.

In the event any part of the exhibit hall is destroyed or damaged so as to prevent ISMRM from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or whole of the exhibition period is prevented by strikes, Acts of God, national emergency, or other cause beyond the control of ISMRM, then the exhibitor will be charged for the space during the period it was or could have been occupied by the exhibitor; and the exhibitor hereby waives any claim against ISMRM, its officers, directors, agents, or employees, for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against ISMRM being a refund of the rent paid for the period it was prevented from using the space.

Special Regulations

No part of any exhibit, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture in any way to deface same. Damage arising from failure to observe these rules shall be payable by the exhibitor.

Operational equipment, audio-visual presentations, and other sound and attention-getting devices and effects may not create noise levels objectionable to neighboring exhibitors. Product and service demonstrations are to be straightforward and professional and must avoid the use of theatrical gimmicks. All activities of each exhibitor must be confined to the exhibitor's allotted space. The exhibitor must, at his/her expense, maintain and keep their exhibit and the space for which they have contracted in clean and good order.

Distribution of handout items such as plastic bags or token gifts is permissible upon

approval from the Executive Director of ISMRM. Requests to distribute handout items must be submitted in writing to the Executive Director and/or the Director of Meetings along with a sample, photograph, or written description of each item. It is the responsibility of the exhibitor to seek prior approval for any handout items that may be considered questionable; without such prior approval, the exhibitor may be penalized priority points.

Exhibitors are allowed to photograph, videotape, or mechanically record their company's booth for exhibitor personnel during regular floor access hours without the use of electrical lighting; this includes setup and dismantling hours. Media photographing, videotaping or mechanically recording on the exhibit floor is permitted only with prior permission. Permission requests for media coverage must be submitted in writing to the Executive Director and/or Director of Meetings at least thirty (30) days prior to move-in.

All construction material must conform to local codes. Table drapes, textile or paper displays, backwall drapes, and any decoration must be flame-proofed. All exhibits and materials are subject to inspection by the local Fire Marshal. **IMPORTANT:** Please review the complete Fire Regulations for Exhibitors located in the Exhibitor Service Kit. In some instances, ISMRM, Stockholm International Fairs and Stockholm Fire Department **MUST** approve aspects of your booth in advance. Please contact Patti McDowell at Champion Exposition Services, Inc., by email at pattim@championexpo.com if you have any questions regarding required documentation. Violation of any of these rules by the exhibitor or its employees or agents shall, at the option of ISMRM, forfeit the exhibitor's rights to occupy space, and such exhibitor shall forfeit to ISMRM all monies paid or due.

Acceptance of Regulations

If no contact is made with the ISMRM office about these rules and regulations, their acceptance is assumed and confirmed by their signature on the contract for exhibit space. All matters and questions not covered by these regulations are subject to the decision of ISMRM Executive Director, Roberta A. Kravitz, and/or Patti McDowell at Champion Exposition Services, Inc.

Step 1:

Read Exhibition Rules and Regulations (see page 12).

Step 2:

Please include the following when submitting your contract:

- All contracts are due by 1 December 2009 and must be accompanied by full payment in order to be processed. ISMRM will announce floor placement on 15 December 2009.
- Proof of commercial liability insurance, valid through the dates of the Exhibition, 28 April through 6 May 2010, with the ISMRM named as an additional insured. If an insurance certificate is not available at the time the contract is submitted, please provide no later than 60 (sixty) days prior to the start of show. (26 February 2010)
- A description of all materials to be displayed. Brochures are acceptable.
- Diagram of booth space, if space ordered exceeds 9 square meters. All diagrams will be reviewed by the ISMRM and Champion, its Exhibition Manager, to ensure compliance with rules, regulations, and fire codes. If booth plan has not been finalized at the time Contract is submitted, please provide no later than 60 (sixty) days prior to the start of the exhibition.
- If you have a preference to the location of your booth, please indicate this in the "Optional" section of the Contract. We do our best to honor preferences. Please refer to the floor plan on page 10 of this prospectus for booth space numbers.

Step 3:

Complete the 2010 Exhibitor Contract, sign to indicate acceptance of Exhibitor Rules and Regulations, and fax, email, or mail to the ISMRM Meetings Department with full payment.

For ISMRM Use Only:

Date Received: _____

ID No.: _____

Order No.: _____

Total Points: _____

Please complete all three pages.

CONTRACT FOR EXHIBIT SPACE

Technical Exhibition Dates: 2-6 May 2010; Priority Placement Deadline: 1 December 2009

1. Exhibitor Publication Information: To be published in the ISMRM Guide to the Exhibition.

COMPANY	TELEPHONE	FAX		
ADDRESS	TOLL-FREE TELEPHONE	Email Contact Address		
CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY	WEBSITE

2. Mailing Address: All printed ISMRM exhibit-related materials will be mailed to the Official Representative at this address.

COMPANY			
ADDRESS (No P.O. Box)			
CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY

3. Representative Information: The Official Representative will receive all printed ISMRM exhibit-related materials (i.e. invoice). Both Representatives will receive all emails.

(1)	OFFICIAL REPRESENTATIVE	TITLE	TELEPHONE (if different from above)	E-MAIL ADDRESS
-----	-------------------------	-------	-------------------------------------	----------------

(2)	ADDITIONAL REPRESENTATIVE	TITLE	TELEPHONE (if different from above)	E-MAIL ADDRESS
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We will be emailing updates frequently. Please list the additional email addresses of those you wish to include on the 2010 Exhibitor list serve:

E-MAIL ADDRESS	E-MAIL ADDRESS
----------------	----------------

E-MAIL ADDRESS	E-MAIL ADDRESS
----------------	----------------



COMPANY NAME _____

4. Booth Preferences: The following information will be used as a guide in assigning your exhibit space. Note that this year, all ISMRM Corporate Members have been placed on our exhibit floor and that is the actual area where they will be situated on our floor in Stockholm.

Indicate preferred booth number(s):

(Please note these are not final booth numbers)

- 1) _____
- 2) _____
- 3) _____
- 4) _____

We do not wish to be located near the following companies:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

5. Booth Order: Standard rate = USD\$425.00/sq.m. | Publisher rate* = USD\$400.00/sq.

*To qualify for the publisher rate, the company's primary business must be publishing printed and/or electronic journals, books, and/or magazines.

- a) In-line Exhibit: _____ X _____ m. x USD\$400 or USD\$425 = USD\$ _____
(A minimum order of 3 m x 3 m is required)
- b) Peninsula Exhibit: _____ X _____ m. x USD\$400 or USD\$425 = USD\$ _____
(A minimum order of 3 m x 6 m required. Two corners required)
- c) Island Exhibit: _____ X _____ m. x USD\$400 or USD\$425 = USD\$ _____
(A minimum order of 6 m x 6 m required. Four corners required)
- d) Number of corners requested (Each corner is USD\$125.00): _____ corner(s) x USD\$125.00 = USD\$ _____
(Granted on first come first served basis)

Plus Swedish VAT @ 25% _____

Total Space Rental (inclusive of VAT) USD\$ _____

6. Sponsorship Opportunities-Stand Out In the Crowd:

Upper Level Sponsorship Packages:

If you are interested in Gold, Silver, Bronze or Associate Levels of ISMRM Sponsorship, please check here and you will be contacted:

Other Sponsorship Opportunities are available through ISMRM. These costs represent the sponsorship cost only. Other operational costs will be discussed with you.

- | | | | |
|--|-------------|---|-------------|
| <input type="checkbox"/> Conference Pen | USD\$2,500 | <input type="checkbox"/> Banners | USD\$2,500 |
| <input type="checkbox"/> Conference Water | USD\$2,500 | <input type="checkbox"/> Lanyards | USD\$5,000 |
| <input type="checkbox"/> Conference T-Shirt | USD\$5,000 | <input type="checkbox"/> Proceedings DVD and/or Educational Syllabi | USD\$7,500 |
| <input type="checkbox"/> Internet Café | USD\$10,000 | <input type="checkbox"/> Educational Courses | USD\$10,000 |
| <input type="checkbox"/> Convention Bag Inserts | USD\$2,500 | <input type="checkbox"/> Coffee Breaks | USD\$10,000 |
| <input type="checkbox"/> Speaker Ready Room | USD\$10,000 | <input type="checkbox"/> Opening Reception | USD\$5,000 |
| <input type="checkbox"/> Advertisements in the Guide to the Exhibition | USD\$2,500+ | <input type="checkbox"/> Closing Reception | USD\$5,000 |
| <input type="checkbox"/> Program-at-a-Glance Booklet | USD\$5,000 | <input type="checkbox"/> Meeting Website | USD\$10,000 |

Total Sponsorship Opportunities: _____

Total Space and Sponsorship Costs: _____

COMPANY NAME _____

7. Payment Information: Check, charge, or wire transfers accepted (please contact the ISMRM office for wire transfer instructions)
Check (in US\$ only): Make checks payable to: **International Society for Magnetic Resonance in Medicine** or **ISMRRM**

Payment: 100% payment (full payment due 1 December 2009) = USD\$ _____ (inclusive of Swedish VAT @ 25%)

All exhibitors will be issued a VAT Invoice which will enable them to either use it as deductible VAT in their local VAT Return or apply for a refund of the VAT.
 EU-based Corporations are to provide their VAT number in order for their VAT invoice to be compliant with the VAT Rules & Regulations.

VAT No. _____

Non-EU-based Corporations will also be issued VAT invoices which will be used for VAT reclaim purposes.

Credit Card: Please charge fees to my Visa MasterCard AMEX

Card Number _____ / _____
 Expiration Date

Cardholder Name _____ Billing Street Address _____

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

Payment amount USD\$ _____ Signature _____

8. Terms of Agreement: Exhibitor agrees to abide by the 2010 Exhibitor Rules and Regulations published in the Exhibitor Prospectus and on the ISMRM web site, which are made a part of this contract by reference and fully incorporated herein. Exhibitor agrees that this contract is subject to the terms and conditions of the 2010 lease agreement for exhibit space between the Stockholm International Fairs and the ISMRM.
Please note that contracts received without full payment will not be processed until such time when full payment is received. This Contract will be complete only if the following are received by the ISMRM on or before **1 December 2009**:

- a) **Full Payment:** Included here or Will be sent by 1 December 2009
- b) **Description of materials to be displayed** Included here or Will be sent by 1 December 2009
- c) **Company Profile for Guide to the Exhibition:** Included here or Will be sent by 15 January 2010
- d) **Proof of Insurance:** Included here or Will be sent by 12 February 2010
- e) **Floor Plan (if booth exceeds 9 sq. meters):** Included here or Will be sent by 12 February 2010

The undersigned shall have the authority to act on behalf of the Exhibiting Company in all negotiations:

SIGNATURE OF OFFICIAL REPRESENTATIVE _____ DATE _____

Maximize Your Assignment Priority by 1 December 2009

Return your contract by 1 December 2009 with full payment. Mail, fax, or email completed contract to:

International Society for Magnetic Resonance in Medicine
2030 Addison St., Suite 700
Berkeley, California, USA
Tel: +1 510 841 1899 • Fax: +1 510 841 2340
Email: exhibits@ismrm.org
<http://www.ismrm.org>

Exhibitor Registration

While pre-registration is important in assisting us to serve you more effectively, the ISMRM staff look forward to the opportunity to once again connect with you face-to-face in Stockholm. Stop by the on-site registration counter with any questions or concerns, to pick up your badges, or simply to say, "god dag" (Hello!).

Exhibitor Badges

Exhibitor badge order forms will be available in the ISMRM Exhibitor Service Kit. Completed forms are due in the ISMRM office by 12 March 2010. **Exhibitor badges will not be mailed and will only be available for on-site pick at the Exhibitor Counter beginning at 14:00 hours, Friday, April 30th. Only the main representative will be given the badges and it is the responsibility of the main representative to hand them out to their associates. No other method will be employed.** No exhibitor will be allowed on the exhibition floor without an ISMRM badge. Anyone not preregistered by 13 March will not receive a badge and must register on-site beginning at 14:00 on Friday 30 April at a cost of US\$20.00 per badge.

Scientific Meeting Vouchers

Exhibiting companies will receive one (1) 7-Day meeting voucher for each 9 square meters of space rented. The vouchers will be prepared and held on site for the Official Representative only. The official representative may pick up the vouchers starting at 14:00 hours, Friday 30 April for distribution prior to the meeting. Each voucher may then be redeemed onsite for a scientific meeting registration. Onsite registration is required for those who intend to use a voucher.

Exhibitor Guest Vouchers

Complimentary exhibitor guest vouchers may be given to your valuable customers and/or guests to allow one-day access to the Technical Exhibition to visit your booth. Please distribute your guest vouchers to individuals who would not normally qualify for general registration. The number of guest passes issued to an exhibiting company will be one (1) pass per day, per 9 square meters of rented space, with a maximum of five (5) guest passes per day. Only the official representative may pick up all Exhibitor Guest Vouchers beginning at 14:00 hours, 30 April 2010 at the Exhibitor Counter.

Detailed information on how to obtain these badges and vouchers will be included in the Exhibitor Service Kit.



Exhibitor Badge Registration Forms

should be sent to:

ISMRM Meetings Department

2030 Addison Street, Suite 700

Berkeley, CA 94704 USA

T: +1 (510) 841 1899

F: +1 (510) 841-2340

E: exhibits@ismrm.org

*Another satisfied
Exhibitor:*

*“*NUKEM GmbH and our partner Rockland Technimed Ltd. have found the ISMRM Scientific Meeting & Technical Exhibition to be a good forum to present our products. The ISMRM members and other visitors of the scientific meeting are a very interesting and enthusiastic audience. We appreciate the excellent support provided by the organizers and will continue our participation.*”*

**—NUKEM GmbH and
Rockland Technimed Ltd.**



Exhibitors' schedule

Contractor Services

ISMRM will designate contractors, as named in the Exhibitor Service Kit, to provide buildup and dismantling services to exhibitors. Such contractors will provide all show services other than supervision. The exhibitor shall provide only the material and equipment that it owns and that is to be used in the exhibit space. All other items used in the booths are to be provided only by such contractors. The official freight contractor will have complete control of all dock and loading facilities. The freight contractor will receive all shipments and van loads, handle all freight, and provide all rigging, labor, and equipment relating to freight handling. Electrical, plumbing, catering, and telephone services can be ordered by using the forms in the Exhibitor Service Kit.

If an exhibitor wishes to use a labor contractor other than the official Labor Contractor, the exhibitor must submit the Exhibitor Appointed Contractor Forms to Champion Exposition Services, Inc. thirty (30) days before the beginning of move-in. At the same time as this form is submitted, the exhibitor must also provide ISMRM with certificates of insurance for all agents or representatives who are performing services at the Stockholm International Fairs site other than the exhibitor's employees. These agents or representatives, as well as all employees, must be identified by the official ISMRM badge prior to entering the exhibition hall.

Labor Rates and Services

Detailed information regarding work rules for all trades operating at the Stockholm International Fairs site will be provided in the Exhibitor Service Kit. Labor rates will be announced in the Service Kit; all rates will be listed in Sweden Kronor (SEK). Rates subject to change; local and government taxes are not included. Final labor rates will be published in the Exhibitor Service Kit.

Activity	Thurs. 29 April	Fri. 30 April	Sat. 1 May	Sun. 2 May	Mon. 3 May	Tues. 4 May	Wed. 5 May	Thurs. 6 May
Freight Move-in	08:00-17:00							
Installation of Exhibits, Traditional Posters and Electronic Posters		08:00-22:00	08:00-22:00	08:00-14:00				
All exhibits must be fully operated				14:00 If materials have arrived but installation of any exhibit has not started by 14:00 hours on Sunday 2 May, and no special arrangements have been made, the Executive Director of ISMRM may order the exhibit to be removed from the show floor and placed in storage and the exhibitor will be billed for all charges incurred. Any exhibit space not set up by 14:00 hours on Sunday 2 May, for which no special arrangements have been made, may be resold or reassigned by the ISMRM without obligation on the part of ISMRM for any refund whatsoever.				
Exhibitor Registration		14:00-20:00	06:30-18:00	07:30-18:00	6:30-18:30	06:30-18:00	06:30-18:00	06:30-18:00
Exhibition Days				17:45-19:15 Opening Reception	10:00-17:00	09:30-17:00	09:30-17:00	09:30-16:30
Move-Out/ Dismantle				Dismantle of an exhibit prior to 16:30 hours on 6 May 2010 is not permitted. Any company violating this regulation will forfeit priority points, which will affect floor space assignments for future meetings.				16:30-24:00 Move-out must be complete by midnight of 6 May.



Quality Housing available in Stockholm **NEW!**

Many hotels offering a range of quality, rates, and amenities have been reserved by the Society for the meeting in Stockholm. While in Stockholm, MCI has been appointed to coordinate all hotel reservations for delegates and exhibitors. In order to get the special convention rate, delegates and exhibitors must make their reservations through the official housing bureau, MCI.

Housing

More detailed information on the various hotels and the hotel reservation form are included in the registration brochure. Do not contact the hotels directly in Stockholm as reservations are to be made only through the official housing bureau, MCI. Official Society hotels will not honor direct requests for hotel rooms at the special convention rates.

Hospitality Rooms and Exhibitor Meetings

A limited number of meeting rooms will be available at the Stockholm International Fairs Convention Centre and nearby hotels for exhibitor functions. All requests for meetings and social functions must be made through the ISMRM office in order to avoid conflicts with the official ISMRM program. In general, functions will not be permitted during the following days and hours:

Sunday, 2 May, Opening Reception 17:45 - 19:15

Monday through Thursday, 3-6 May, 08:00 - 18:00

Friday, 7 May 08:00 - 12:30

All requests must be made in writing or submitted on the Function Space request form in the Exhibitor Service Kit by 19 February 2010. Requests will be processed and confirmed on a first-come, first-served basis. If you wish to reserve a parlor or a suite in the hotel for a hospitality function, this is considered part of a sleeping room reservation and must be requested on the hotel booking form found in the 2010 ISMRM Exhibitor Service Kit.

All exhibitors will be required to inform ISMRM of all functions they are planning regardless of the location or arrangements. Failure to notify the ISMRM of ancillary events will result in the forfeit of priority points.

Food and Beverage Service

ISMRM will make arrangements for at least one coffee area located inside Exhibit Hall B if space should allow. ISMRM will permit exhibitors to have food service within their exhibits. It is required that all food services within the exhibits be provided by the Stockholm International Fairs Convention Centre. Catering order forms will be provided in the Exhibitor Service Kit. Exhibitors are encouraged to consider this option as it could be an additional approach to attracting booth traffic.

Pre-Meeting Registration Reports

Thirty (30) days prior of the opening of the meeting, all exhibitors will receive an electronic file containing the names and addresses of all pre-registrants of the meeting. Exhibitors will also receive reports showing the total number of attendees by country as well as other relevant statistical information.

IMPORTANT EXHIBITOR HOUSING NOTE:

Exhibitors are expected to secure their accommodations through MCI as part of their alliance with the ISMRM.

Exhibitors who book outside the ISMRM housing block will be subject to loss of full priority points.

This housing policy is applicable to national and international exhibitors who may or may not have their own internal travel booking agencies.

For Housing Details visit
<http://www.ismrm.org>

For further information, please
contact:

MCI - Stockholm Office

Drottninggatan 97

P.O. Box 6911

SE-102 39 Stockholm, Sweden

T: +468 54651500 (09:00-17:00 hours)

F: +468 54651599

E: ismrm@mci-group.com

Details about hotels are available on the ISMRM web site: <http://www.ismrm.org/10>

Stockholm

“Venice of the North”

Stockholm is Scandinavia’s most regal, elegant, and intriguing city. Although the city was founded more than seven centuries ago, it did not become Sweden’s official capital until the mid-17th century.

Stockholm is the capital and largest city of Sweden. It is the site of the national Swedish government, the parliament, and the official residence of the Swedish monarch. As of 2008, the Stockholm metropolitan area is home to around 21% of Sweden’s population and contributes 35% of Sweden’s gross domestic product. Stockholm is the most populous city in Sweden with a population of 814,418 in the city, 1.3 million in the urban area and around 2 million in the metropolitan area.

Because of Sweden’s supposed neutrality, it was saved from aerial bombardment during World War II, so much of what you see today is truly antique, especially the historical heart, Gamla Stan (the Old Town). Yet Sweden is one of the world’s leading exponents of modern architecture, funkis (functionalism), so some of the world’s most innovative building appears on the city’s fringes. Stockholm also enjoys the most dramatic setting of any of Europe’s small capital cities; it was built on 14 islands in Lake Mälaren, which marks the beginning of an archipelago of 24,000 islands stretching all the way to the Baltic Sea. A city of bridges and islands, towers and steeples, cobblestone squares and broad boulevards, Renaissance splendor and steel-and-glass skyscrapers, Stockholm also offers travelers access to nature just a short distance away.



*Stockholm,
strikingly beautiful
and
politically progressive,
is a
not-to-be-missed
destination*

Stockholm has been the cultural, media, political, and economic centre of Sweden since the 13th century. Its strategic location on fourteen islands on the south-central east coast of Sweden at the

mouth of Lake Mälaren, by the Stockholm archipelago, has been historically important. Since the city is built on islands and known for its beauty, tourists often call the city “Venice of the North.” The city is known for its beauty, its historical buildings & architecture, its water and its many parks. According to Euromonitor, Stockholm is the second most visited city of the Nordic Countries (Denmark, Finland, Iceland, Norway and Sweden), with around 1 million international tourists every year. Stockholm has one of the largest shopping districts in Scandinavia.

The vast majority of Stockholmiens work in the service industry, which accounts for roughly 85% of jobs in Stockholm. The almost total absence of heavy industry makes Stockholm one of the world’s cleanest metropolises. The last decade has seen a significant number of jobs created in high technology companies. Large employers include IBM, Ericsson, and Electrolux. A major IT centre is located in Kista, in northern Stockholm.

Stockholm is Sweden’s financial centre. Major Swedish banks are headquartered in Stockholm, as are the major insurance companies. Stockholm is also home to Sweden’s foremost stock exchange, the Stockholm Stock Exchange. Finally, about 45% of Swedish companies with more than 200 employees are headquartered in Stockholm. Famous clothes retailer H&M is also headquartered in the city. In recent years, tourism has played an important part in the city’s economy.

EXHIBITOR PROSPECTUS

International Society for Magnetic Resonance in Medicine • European Society for Magnetic Resonance in Medicine and Biology

Meeting Date: 1-7 MAY 2010

For more information, please visit:

<http://www.ismrm.org/10>



IMPORTANT DATES FOR EXHIBITORS

Su M T W Th F Sa

December 2009

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1 December 2009:

Contract for Exhibit Space due with full payment.

Description of materials to be displayed at booth due.

11 December 2009:

Target this date to review and choose your sponsorship opportunities

15 December 2009:

Exhibit floor placement announcement

January 2010

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

9 January 2010:

Exhibit space cancellation deadline

15 January 2010:

Company Profile due for publication in the Guide to the Exhibition and Poster Sessions.

Cancellations will not be refunded after this date.

22 January 2010:

Online Exhibitor Service Kit made available to all exhibitors who have paid in full

February 2010

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

5 February 2010:

Company profile for Guide to Exhibition is due

12 February 2010:

Floor Plans due (exceeding 9 sq. meters)

16 February 2010:

Reserve your space for Guide to Exhibition ad

19 February 2010:

All function space requests are due

26 February:

Proof of commercial liability insurance is due
Booth diagrams exceeding 9 sq. meters are due

March 2010

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

2 March 2010:

Art work for advertisement in the Guide to Exhibition is due.

12 March 2010:

Exhibitor registration forms due to ISMRM

29 March 2010:

EAC forms due to Champion

April 2010

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

29 April 2010:

Freight move-in

30 April - 2 May 2010:

Exhibitor move-in

30 April 2010:

Registration opens on-site at 14:00

May 2010

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

1-2 May 2010:

SMRT Annual Meeting

2 May 2010:

Opening Reception in Exhibit Hall

1-7 May

ISMRM-ESMRMB Joint Annual Meeting

6 May 2010:

Farewell Reception

Exhibitor Dismantle, 16:30 - midnight