

ISMRRM

BRIDGING THE GAP BETWEEN CLINICAL NEEDS
& TECHNOLOGICAL SOLUTIONS

International Society for Magnetic Resonance in Medicine

EXHIBITOR

PROSPECTUS

Reach thousands of your key buyers who hold purchasing power by exhibiting
at the ISMRRM 19th Annual Meeting & Exhibition in Montréal.



*Clinical Needs and Research Promises:
Bridging the Gap*

montréal
Québec, Canada

Join 6000 international attendees at the world's largest meeting
dedicated to Magnetic Resonance Imaging!

Enjoy maximum exposure, prime sponsorship opportunities
and much more!



Clinical Needs and Research Promises:
Bridging the Gap

montréal
Québec, Canada

Bonjour!

On behalf of the International Society for Magnetic Resonance in Medicine (ISMRM), we invite you to join us in the exciting city of Montréal, Québec, Canada, 7-13 May 2011, for the ISMRM 19th Annual Meeting & Exhibition.

The Technical Exhibition will once again be combined with the traditional and electronic multi-media posters and will be held in the Exhibition Hall at the Palais des congrès de Montréal. Continuing with our commitment to you, all exhibitors will be significantly marketed to the ISMRM membership.

By its nature the ISMRM Annual Meeting & Exhibition attracts an international audience—clinicians, scientists and technologists from institutions around the world. It serves as a meeting place for leadership, a place to learn, a place to network and do business as well as a forum to address the multitude of issues affecting magnetic resonance imaging today. The ISMRM exhibit floor is considered an integral part of the educational process of the ISMRM Annual Meeting.

When you make the commitment to exhibit with us in Montréal, you are ready to maximize your participation in this event. You are not alone in this process. We are your partners in the production and promotion of your exhibit and the conference as a whole. The ISMRM will continue to provide a diverse mixture of promotion and planning tools to help make the Annual Meeting & Exhibition a success for you.

The province of Québec is truly a unique land in North America; unique for its geography, its history and its culture, which together have forged its bold and exuberant identity. Simply put, Québec is warmth, absolute authenticity and intensity, all within easy reach! Enthusiastic and determined, Québécois today are creatively and passionately preserving the vitality of their culture within North America. Montréal is one of the most exciting cities in the world and known for its superb cuisine, vibrant nightlife, festivals, sunny terraces, cultural diversity and that special *joie de vivre* from which Montréalers are famous. So come discover with us the warm and true Canadian hospitality offered up by Montréal!

See you in **M**ontréal*

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

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

Melisa Martinez
ISMRM Meetings Coordinator
melisa@ismrm.org

Roberta A. Kravitz, *Executive Director*

Jennifer Olson, *Associate Executive Director*

Linda O-Brown, *SMRT Coordinator*

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*

Kristina King, *Registrar*

Jerusha Rich, *Director of Membership & Study Groups*

Liz Tharpe, *Membership Coordinator*

Sally Moran, *Director of Electronic Communications*

Allison Barbour, *Electronic Communications Coordinator*

Mary Day, *Office Manager*

John Celio, *Administrative Assistant*

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*Clinical Needs and Research Promises:
Bridging the Gap*



Our professional staff will help you have an extraordinary experience
in Montréal.

EXHIBITOR BENEFITS

ATTRACT MORE CUSTOMERS WITH OUR OUTSTANDING EXHIBITOR BENEFITS

Maximum Exposure to Potential Customers

By exhibiting with the ISMRM, you will enjoy unsurpassed exposure to the world's top MR experts for four full days of exhibition! We also showcase our exhibitors in our meeting publications and on our website 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

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

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, Director of Meetings, will work with you to secure adequate function space in a preferred venue and can be contacted at sandra@ismrm.org or +1 510-841-1899.

Timely Updates on Exhibition Developments

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

See more great
exhibitor benefits
on page 5

MORE EXHIBITOR BENEFITS

MORE OUTSTANDING EXHIBITOR BENEFITS TO ATTRACT YOUR DECISION-MAKERS

(continued from page 4)

Up-to-Date Industry Demographics

New, improved and updated 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.

"ISMRM has always been a great platform to meet the worldwide MR community. Highly interesting scientific sessions and very convivial exhibition area are the key points of the ISMRM conference every year. We are delighted to work again with the ISMRM team and are looking forward to attend a new successful event in Montréal."

—Bruker BioSpin



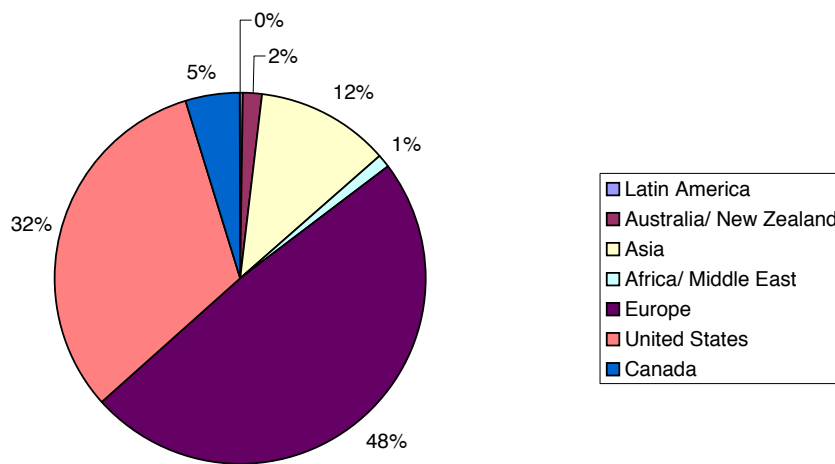
Nearly 6,000 MR professionals from all over the world are expected at ISMRM's 19th Annual Meeting & Exhibition in Montréal, Canada.

MEET ATTENDEES FROM ALL OVER THE WORLD!

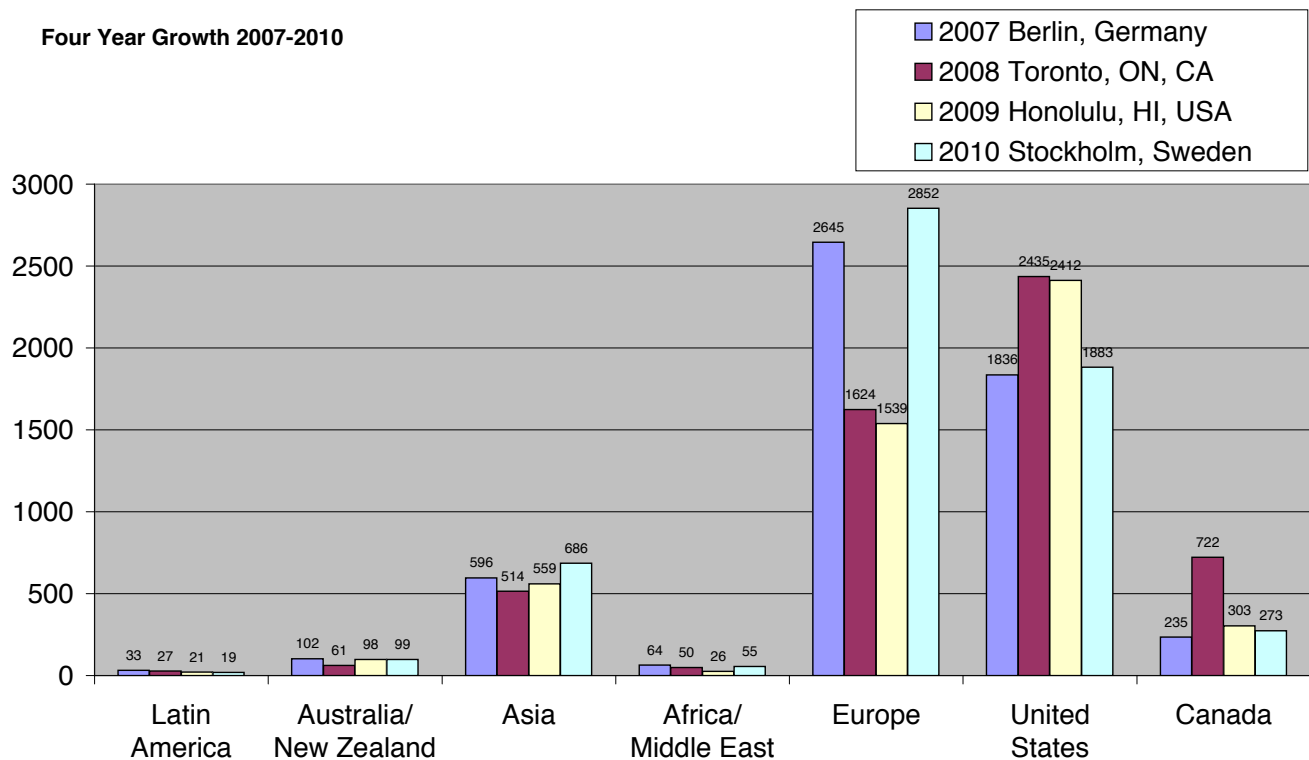
2010 REGISTRATION ANALYSIS

The ISMRM is 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 in Montréal!

2010 Registration Stockholm, Sweden



Four Year Growth 2007-2010



ISMRM MEETING ATTENDANCE GROWTH

THERE ARE NO BORDERS ON THE ISMRM EXHIBIT FLOOR

The ISMRM Annual Meeting is the largest meeting in the world dedicated to the advancement of magnetic resonance imaging, offering 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 end users.

2010 Meeting Statistics

Abstract submissions	6196
Oral presentations	783
Electronic posters	1986
Traditional posters	2379
Educational presentations	412
Student stipends awarded	766

ISMRM Attendance History: A Decade of Growth

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Professional Attendees	3743	3516	3003	3266	4491	4872	5350	5324	4958	5901
One-day-only Attendees	52	22	32	65	61	45	106	109	47	42
Spouses	6	22	6	15	9	10	30	42	33	30
Exhibits-viewing-only	15	47	26	52	42	46	55	82	13	55
Exhibitor Personnel	653	653	564	866	1043	906	1043	1132	630	863
Guests to the Exhibition	NA	NA	NA	NA	NA	27	7	0	1	1
# of Exhibiting Companies	56	53	59	49	60	71	71	86	56	63

Present your company at the largest meeting in the world dedicated to the advancement of magnetic resonance imaging!

YOUR COMPANY WILL ENJOY INTERNATIONAL EXPOSURE!

ISM RM-ESMRMB 2010 ATTENDANCE STATISTICS

Australia	92	Iceland.....	5	Romania	16
Austria.....	43	India.....	23	Russia	43
Belgium.....	58	Iran	1	S. Africa	10
Brazil.....	6	Ireland	8	S. Korea	57
Canada	273	Israel	36	Saudi Arabia	2
Chile	7	Italy.....	120	Scotland, UK	32
China	241	Japan.....	194	Singapore.....	25
Cyprus.....	2	Korea (Rep)	62	Slovakia	9
Czech Republic	30	Kuwait	1	Slovenia.....	3
Denmark.....	100	Lithuania.....	3	Spain	44
Egypt.....	3	Luxembourg.....	2	Sweden	365
England, UK	450	Malaysia	1	Switzerland.....	171
Estonia.....	5	Malta	1	Taiwan	77
Finland.....	96	Mexico	6	Thailand.....	6
France	209	New Zealand.....	7	The Netherlands	276
Germany.....	590	Norway.....	89	Turkey	41
India.....	15	Poland	18	UAE	2
Greece.....	3	Portugal	8	USA	1883
Hungary.....	2	Rep of Moldova	1	Wales, UK.....	8

EXHIBIT ALONGSIDE THE BEST COMPANIES IN THE MR INDUSTRY

JOIN YOUR COLLEAGUES AND COMPETITORS
AT THE WORLD'S LARGEST MEETING DEDICATED TO MR

2010 Exhibitors

Academy of Molecular Imaging	MEDRAD, Inc.
AEA Technology, Inc.	Metrasens LTD
Analogic	Metrolab Instruments, SA
Aspect Magnet Technologies	MICAD
Avotec	Montreal Bureau
Bayer Schering Pharma	MR Solutions
BIOPAC/Samba Sensors	Neoptix Fiber Optic Sensors, Inc.
Bracco	NORAS MRI GmbH
Brain Products	NordicNeuro Lab
Bruker BioSpin	Nova Medical Inc.
Communication Power Corporation	NUKEM GmbH/Rockland Technimed
Covidian	Opsens
Current Designs Inc.	Philips
Doty Scientific, Inc.	Pulsteq Limited
Easy Roller	RAPID Biomedical
ELECTRICAL GEODESICS, Inc.	Remcom
ESMRMB	Resonance Innovations, LLC
GE	Resonance Research/MR Comp
Hitachi Medical Systems Europe	Resonance Technology, Inc.
International Electric	SA Instruments
International Neuroinformatics Coordinating Facility	Schmid & Partner Eng. AG
Invivo	Shelley Medical Imaging Technologies
ISMRM	Siemens
IXICO, LTD	Tesla Engineering, Ltd.
John Wiley & Sons Ltd.	The Phantom Laboratory
K_Space	Time Medical, Inc.
Kopp Development	Toshiba
Lantheus Medical Systems	Varian
LMT Medical Systems GmbH	VP Diagnostics
m2m Imaging Corp	Wisepress Ltd.
MAGRITEK	XLR Imaging, Inc.

PARTNER AS A CORPORATE MEMBER & RECEIVE MAXIMUM EXPOSURE

MAXIMIZE YOUR EXPOSURE TO THE MR COMMUNITY.
BECOME AN ISMRM CORPORATE MEMBER TODAY!

Find out how by contacting Roberta A. Kravitz, ISMRM Executive Director
T: +1 510 841 1899 F: +1 510 841 2340 E: roberta@ismrm.org

ISMRM Corporate Members
2010

GOLD CORPORATE MEMBERS

GE Healthcare

Philips

Siemens

SILVER CORPORATE MEMBERS

Bruker BioSpin

Lantheus Medical Systems

BRONZE CORPORATE MEMBERS

Bracco

Hitachi

Toshiba

Varian, Inc.

MAXIMIZE EXPOSURE WITH SPONSORSHIP OPPORTUNITIES

REACH YOUR TARGET AUDIENCE WITH SPONSORSHIP & MARKETING OPPORTUNITIES

The ISMRM is pleased to provide an abundance of 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

Opening Reception

Over 5,900 clinicians, scientists, and technologists from all over the world attend our opening reception. Advertising on our event drink tickets, projected slides, or a promotional idea of your own gives your company maximum exposure to this prestigious audience.

Advertisement in the Exhibition Guide

Your company's advertisement in our full color Exhibition Guide is distributed to over 5,900 meeting attendees. Full page and half page spaces are available. Reserve your ad space by 18 February. Artwork is due by 4 March 2011.

Refreshment Concessions

Meeting attendees consistently report their preference for easy access to coffee, tea and soda at our events. Sponsor as many refreshment breaks as you desire and place your company's brand on signage, cups, napkins, etc., in front of an appreciative audience.

Convention Bag Inserts

Convention bags are personally presented to each attendee upon arrival. We can insert your promotional item (key chain, notepad, candy, screen wipe, mouse pad) or your advertisement, or an invitation to a symposium, an ancillary event or to your exhibit booth.

Educational Courses

Sponsor a course of your special interest and position your company's name in three highly viewed places: our Program (distributed to all attendees); on signage outside the session room door (viewed by heavy convention traffic) and projected on the meeting-room screen during arrival and departure times.

T-Shirts

T-shirts are reported to be one of the most popular promotional items at ISMRM meetings. T-shirts can be distributed in the highly trafficked registration area. You may give away an existing company T-shirt, or incorporate the ISMRM meeting logo into your new design.

[See more great sponsorship opportunities on page 12](#)

ATTRACT MORE CUSTOMERS WITH SPONSORSHIP OPPORTUNITIES

MORE SPONSORSHIP OPPORTUNITIES

(Get high-visibility on the ISMRM web site as an official meeting sponsor!)

(continued from page 11)

Meeting Home Page

The ISMRM web site is a highly trafficked web site. 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 by sponsoring our Annual Meeting home page (<http://www.ismrm.org/11>). You can feature your company's logo as well as a link to your home page.

Pens

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

Note Pads

With pens being one of the most requested promotional items at our meeting, note pads enjoy equal popularity. Partner with ISMRM in making your customized note pads available at our annual meeting.

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

Our pocket-sized program is designed to fit into our badge holders. It is a handy reference for attendees seeking meeting information at-a-glance. Your company's logo, and even a small ad, can be featured in this well-used publication.

Banners in Approved Locations

Reinforce your company's brand in front of thousands of potential customers with your banner positioned in a strategic location at the convention center. Specifications will be provided upon request.

Your Idea Here!

Let us know your great ideas for maximizing your exposure at the meeting through sponsorship. We welcome all suggestions and opportunities.

Your sponsorship ideas are welcome!

Do you have ideas on how to maximize your exhibition? We are open to all suggestions.

ENJOY COMPETITIVE PRICING ON OUR EXHIBIT SPACE RENTAL RATES

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) A cheque, charge, or wire-transfer confirmation payable to:
International Society for Magnetic Resonance in Medicine.

Only US Funds will be accepted.

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

Please make funds payable to:

International Society for Magnetic Resonance in Medicine
Full payment of the total rental cost to be submitted by
3 December 2010.

Exhibit-Space Category	Cost
• Standard Rate	US \$345.00 per square meter
• Publishers Rate	US \$280.00 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 \$200 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 3 December 2010).

Full payment of the total rental cost to be submitted by 3 December 2010.

Don't delay; reserve your space today!

WHAT TO EXPECT AFTER THE CONTRACT IS SIGNED

Your Exhibitor Representative

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 Published

Exhibitors are required to provide a 200-word company profile detailing their products and/or services to be published in the 2011 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, 4 February 2011. 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/11>.

PLEASE NOTE: Listing in the 2011 Guide to the Exhibition, 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, 21 January 2011, to exhibiting companies whose full payment has been received. The kit contains a complete set of downloadable service forms.

Pre-Meeting Registration Reports

Thirty (30) days prior to the opening of the meeting, all exhibitors will receive an electronic file containing the names and addresses of all pre-registrants to the meeting.

Cancellation Policy:

Cancellation of exhibit space must be made in writing on or before: Monday, 10 January 2011 for a full refund (minus a \$75 administration fee) of monies paid. If space is canceled after Monday, 10 January 2011, there will be no refund, and ISMRM will retain as liquidated damages all monies paid.

RETURN YOUR CONTRACT EARLY TO EARN MAXIMUM PRIORITY POINTS

BOOTH ASSIGNMENT & PRIORITY PLACEMENT POINTS

Announcement of exhibit space assignments will be made on
17 December 2010

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 3 December 2010. 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 2010.

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.

OUR STRATEGIC FLOOR PLAN IS DESIGNED FOR YOUR SUCCESS

**BOOTH SPACE & FLOOR PLAN FOR
PALAIS DES CONGRÈS DE MONTRÉAL**

1001 PLACE JEAN-PAUL-RIOPELLE
MONTRÉAL, QUÉBEC, CANADA

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.

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.

Preliminary Floor Plan

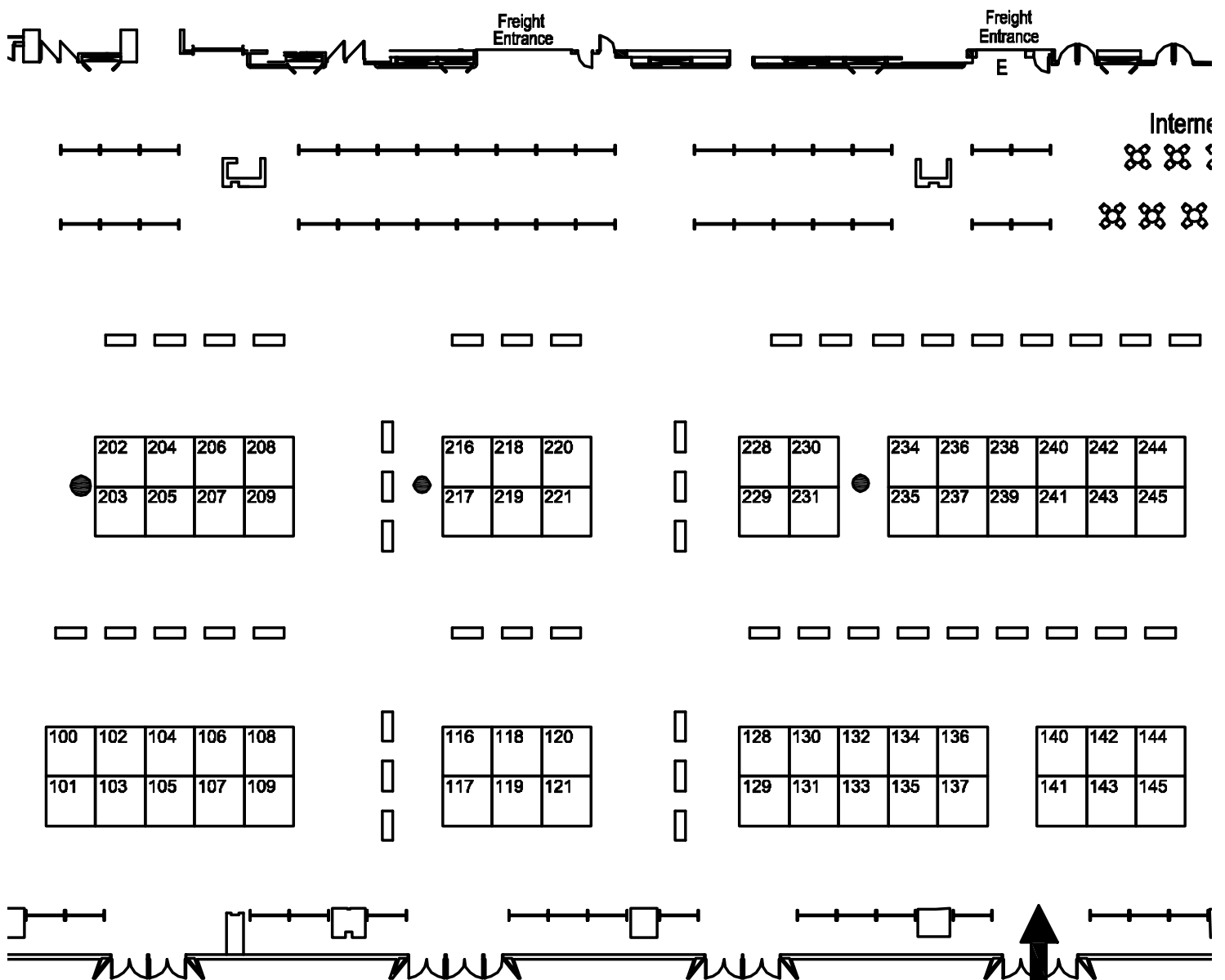
The ISMRM Annual Meeting & Exhibition will be held at the Palais des congrès de Montréal, 7-13 May 2011. Both the Technical and Poster Exhibitions will be located in the Exhibition Hall located on Level 2 and, again, intertwined. When you enter Exhibit Hall, you will be entering a hall that has exhibits, traditional posters and electronic posters all sharing the same floor with each other, but in the logical pattern noted on the preliminary floor plan.

Our rules and regulations (see page 20-22) 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.

FLOOR PLAN PALAIS DES CONGRÈS DE MONTRÉAL (PAGE 1 of 2)

FLOOR PLAN

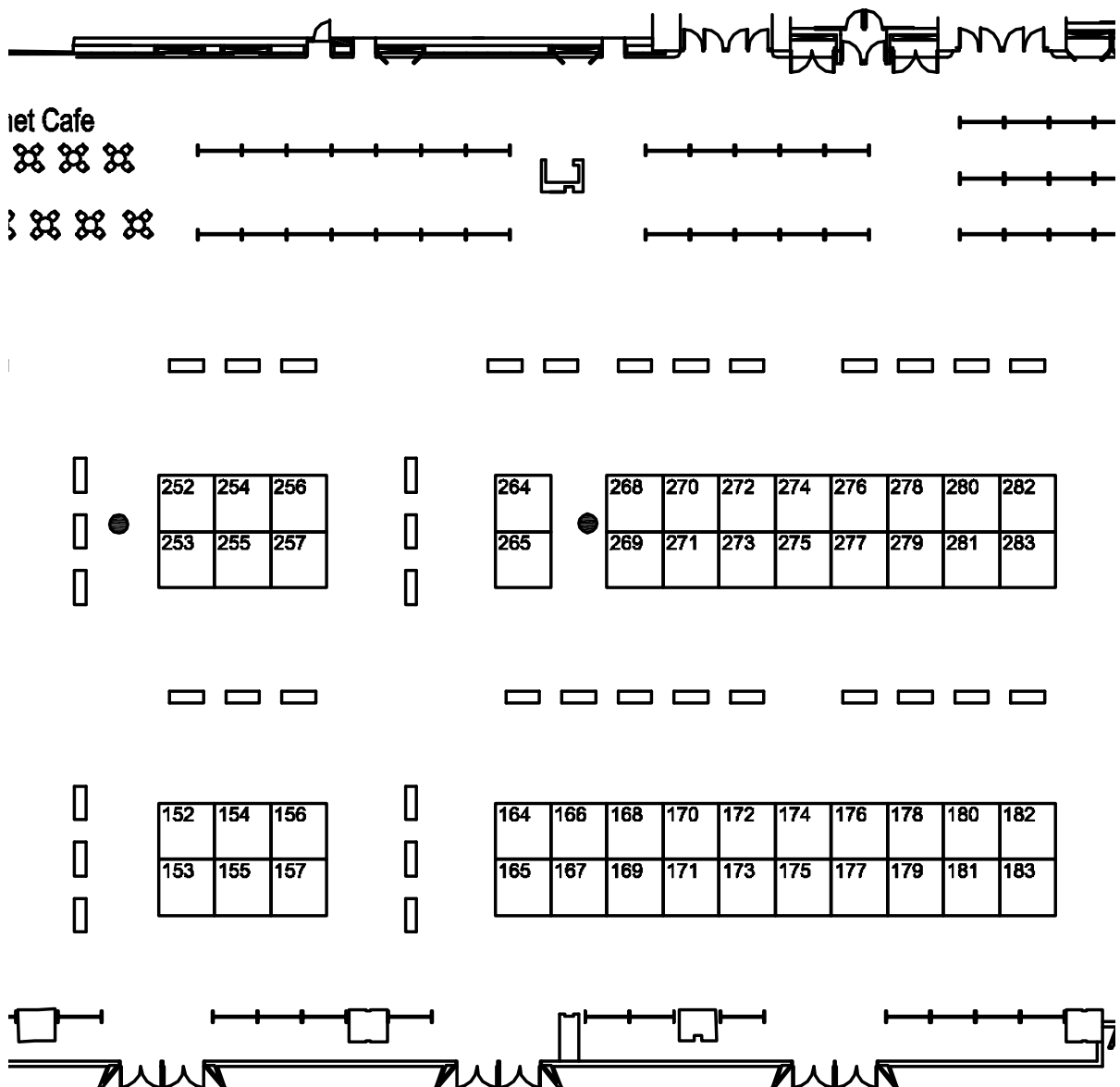
The floor plan has been enlarged and is presented here in two sections so that you can clearly see your options for possible floor selection. The dotted areas in between the exhibit spaces are our "e-posters." Missing from this diagram are our traditional posters; they are located mostly to the right and left of the exhibition floor. For a full picture of the floor, including all e-poster and traditional poster placement, please visit www.ismrm.org/11/tech.



FLOOR PLAN PALAIS DES CONGRÈS DE MONTRÉAL (PAGE 2 of 2)

FLOOR PLAN

The floor plan has been enlarged and is presented here in two sections so that you can clearly see your options for possible floor selection. The dotted areas in between the exhibit spaces are our "e-posters." Missing from this diagram are our traditional posters; they are located mostly to the right and left of the exhibition floor. For a full picture of the floor, including all e-poster and traditional poster placement, please visit www.ismrm.org/11/tech.

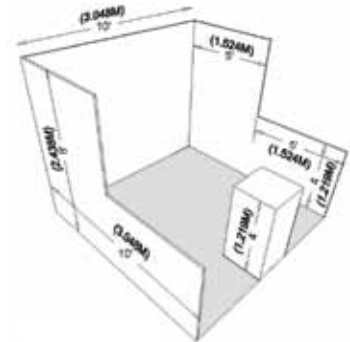


CHOOSE THE BOOTH THAT SUITS YOUR EXHIBITION NEEDS

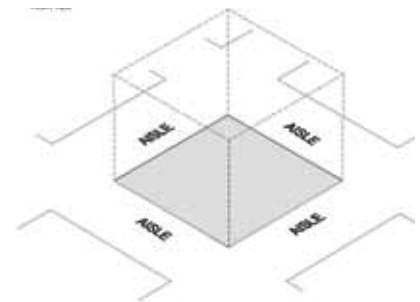
BOOTH SCHEMATICS

In-Line Exhibits

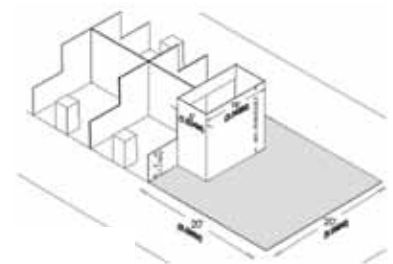
Linear booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. The entire rented space may be occupied from the floor up to a height of 2.43 meters. Any items above .91 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.

**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.

**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.



PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

EXHIBITION RULES AND REGULATIONS

PAGE 1 of 3

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

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 the Palais des congrès de Montréal, 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

PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

EXHIBITION RULES AND REGULATIONS

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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

PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

EXHIBITION RULES AND REGULATIONS

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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, the Palais des congrès de Montréal and the Montréal Fire Department **MUST**

approve aspects of your booth in advance. Please contact Patti McDowell at Champion Exposition Services, Inc., by email (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.



Please contact us with questions regarding required documentation.

CONTRACT FOR EXHIBITION: PAGE 1 of 2

For ISMRM Use Only:
 Date Received: _____
 ID No.: _____
 Order No.: _____
 Total Points: _____

CONTRACT FOR EXHIBIT SPACE

Technical Exhibition Dates: 8-12 May 2011; Priority Placement Deadline: 3 December 2010

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
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(2) _____

ADDITIONAL REPRESENTATIVE	TITLE	TELEPHONE (if different from above)	E-MAIL ADDRESS
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We will be emailing updates frequently. Please clearly list the additional email addresses of those you wish to include on the 2011 Exhibitor list serve:

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

4. Booth Preferences: The following information will be used only as a guideline in assigning your exhibit space.

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) _____

COMPANY NAME _____

5. Booth Order: Standard rate = US\$345.00/sq.m. | Publisher rate* = US\$280.00/sq. m.

*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 US\$345 or US\$280 = US\$ _____
 (A minimum order of 3 m x 3 m is required)

b) Peninsula Exhibit: _____ X _____ m. x US\$345 or US\$280 = US\$ _____
 (A minimum order of 3 m x 6 m required. Two corners required)

c) Island Exhibit: _____ X _____ m. x US\$345 or US\$280 = US\$ _____
 (A minimum order of 6 m x 6 m required. Four corners required)

d) Number of corners requested (granted on first come first served basis): _____ corner(s) x US\$200.00 = US\$ _____
Total Space Rental = US\$ _____

6. Sponsorship Opportunities-Stand Out In the Crowd:
Corporate Member 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:

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 ISMRM**

Payment: 100% payment (full payment due 3 December 2010) = US\$ _____

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 US\$ _____ Signature _____

8. Terms of Agreement: Exhibitor agrees to abide by the 2011 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 2011 lease agreement for exhibit space between the Palais des congrès de Montréal 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 considered complete only when the following are received by 3 December 2010 by the ISMRM:

- a) **Full Payment:** Included here or Will be sent by 3 December 2010
- b) **Description of materials to be displayed:** Included here or Will be sent by 3 December 2010
- c) **Company Profile for Guide to the Exhibition:** Included here or Will be sent by 4 February 2011
- d) **Floor Plan (if booth exceeds 9 sq. meters):** Included here or Will be sent by 11 February 2011
- e) **Proof of Insurance:** Included here or Will be sent by 25 February 2011

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

 SIGNATURE OF OFFICIAL REPRESENTATIVE

 DATE

EXHIBITOR REGISTRATION

IMPORTANT INFORMATION FOR EXHIBITOR REGISTRATION

The ISMRM staff look forward to the opportunity of connecting with you face-to-face in Montréal. Stop by the on-site registration counter with any questions or concerns, to pick up your badges or simply to say Bonjour!

Exhibitor Badges

Exhibitor badge order forms will be available in the ISMRM Exhibitor Service Kit. Completed forms are due in the ISMRM office by 11 March 2011. Exhibitor badges will not be mailed and will only be available for on-site pick-up at the Exhibitor Counter beginning at 14:00 hours, Friday, 6 May 2011. 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 pre-registered by 11 March will not receive a badge and must register on-site beginning at 14:00 on Friday, 6 May, at a cost of US\$20.00 per badge.

Scientific Meeting Vouchers

Exhibiting companies will receive one (1) seven-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, 6 May, 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, 6 May 2011, 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 emailed to:

melisa@ismrm.org

or faxed to:

+1 510 841 2340

Pre-registration for exhibition badges is 11 March 2011.

We look forward to seeing you in Montréal.

EXHIBITION SCHEDULE: DESIGNED FOR MAXIMUM LEAD GENERATION

Activity	Thurs. 5 May	Fri. 6 May	Sat. 7 May	Sun. 8 May	Mon. 9 May	Tues. 10 May	Wed. 11 May	Thurs. 12 May	Fri. 13 May
Freight Move-in	08:00–17:00	x	x	x	x	x	x	x	x
Installation of Exhibits	x	08:00–22:00	08:00–22:00	07:00–14:00	x	x	x	x	x
All exhibits must be fully operated	x	x	x	14:00 If materials have arrived but installation of any exhibit has not started by 14:00 hours on Sunday 8 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 8 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.					x
Exhibitor Registration	x	14:00–20:00	06:30–18:00	07:30–18:00	06:30–18:30	06:30–18:00	06:30–18:00	06:30–18:00	x
Exhibition Days	x	x	x	17:45–19:15 Opening Reception	10:00–17:00	09:30–17:00	09:30–17:00	09:30–16:30	x
Poster Hours	x	x	x	Poster Installation: 07:00–14:00	07:00–20:30	07:00–19:45	07:00–21:30	07:00–16:30 Poster Dismantle: 16:30–18:00	x
Move-Out/ Dismantle	x	x	x	Dismantle of an exhibit prior to 16:30 hours on 12 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 mid-night of 12 May.	x

NEW AND IMPORTANT SECURITY GUIDELINES

Due to overwhelming requests from our attendees to extend poster viewing hours, the ISMRM Board of Trustees has agreed it is in the best interest of our attendees to do so. Therefore, the exhibition floor will be open for longer hours in order to accommodate poster viewing. While exhibition hours will remain the same, this change simply indicates that when the Technical Exhibition closes at 17:00 daily, the exhibit hall will remain open for poster viewing. There will likely be thousands of people still roaming around viewing once you have left your booth for the day. Due to this change, it is recommended by the ISMRM for all exhibitors to consider purchasing additional security measures or securing booth valuables in a locked cupboard. While the ISMRM will provide perimeter security and walk-about security in the exhibition hall, we are not responsible for booth security. Please consider this point carefully and remember to order your own security or lockable cupboards to support valuables. Booth security forms and lockable furniture rentals will be available in our Exhibitor Service Kit which will go live online 21 January 2011 to all paid exhibitors.

The exhibition floor will be open for longer hours in 2011 for extended poster viewing.
Please read important security guidelines.

PLEASE READ THESE IMPORTANT SERVICE GUIDLINES

CONTRACTORS, LABOR RATES

Contractor Services

ISMRM will designate contractors, as named in the Exhibitor Service Kit, to provide build-up 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 related 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 Palais des congrès de Montréal 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 Palais des congrès de Montréal site will be provided in the Exhibitor Service Kit. Labor rates will be announced in the Service Kit; all rates will be listed in US Dollars. Rates subject to change; local and government taxes are not included. Final labor rates will be published in the Exhibitor Service Kit.



*Clinical Needs and Research Promises:
Bridging the Gap*



GET GREAT RATES ON HOUSING IN MONTREAL

QUALITY HOUSING IS AVAILABLE IN MONTRÉAL

Many hotels offering a range of quality, rates and amenities have been reserved by the ISMRM for the meeting in Montréal. While in Montréal, CHM 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, CHM.

Housing

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

“Having been an exhibitor at the annual meeting of the ISMRM for many years, we can clearly say that it has always been worth attending and a pleasure to work with the ISMRM Team. Whether in the run-up to the meeting or at the show itself, we’ve always felt taken care of very well. Also, the meeting itself is a great opportunity for us to discuss new developments and ideas for future developments with many opinion leaders in the MR and EEG/MRI field in person. We at Brain Products really appreciate the enthusiasm, commitment, service and support of the ISMRM Team and are looking forward to the upcoming meetings in Montreal, Melbourne and Salt Lake City!” —Brain Products



Our housing management company will assist you in getting the best rates in Montréal.

HOSPITALITY BENEFITS

PLAN YOUR ANCILLARY EVENTS EARLY FOR BEST RESULTS

Hospitality Rooms & Exhibitor Meetings

A limited number of meeting rooms will be available at the Palais des congrès de Montréal 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:

8 May: 17:45 - 19:15

9-13 May: 08:00 - 18:00

13 May: 08:00 - 12:30

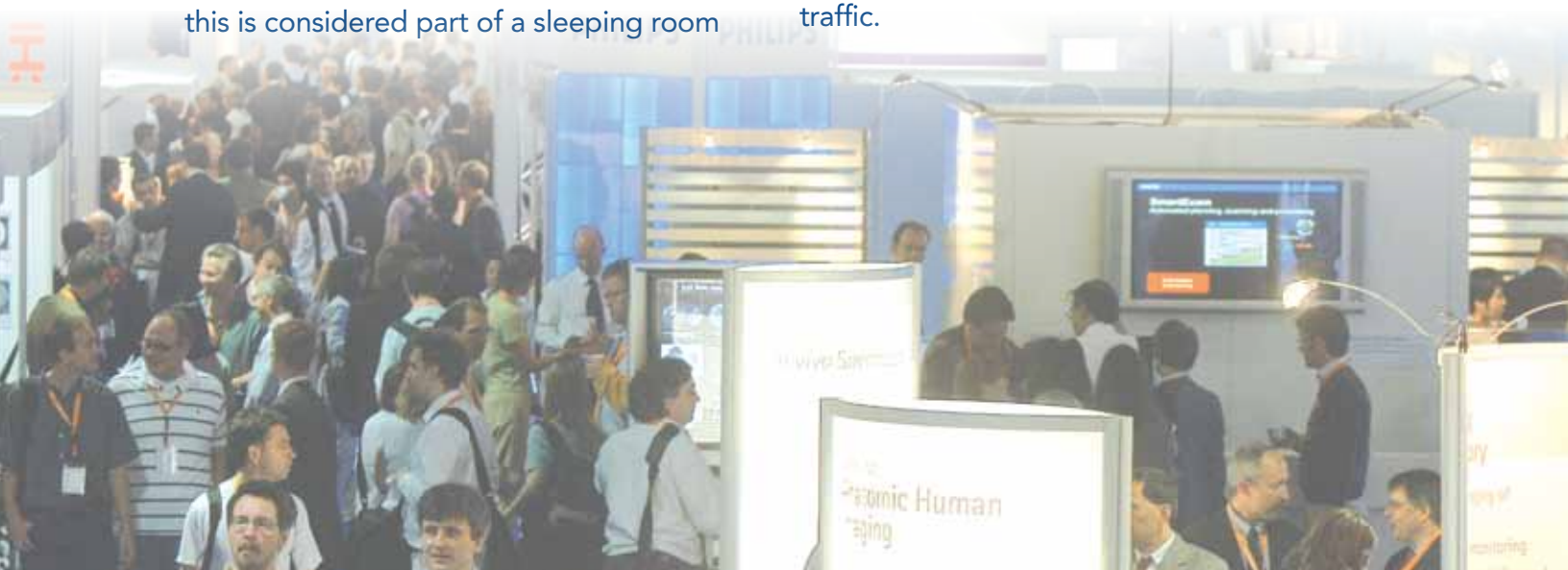
All requests must be made in writing or submitted on the Function Space request form in the Exhibitor Service Kit by 21 January 2011. Requests will be processed and confirmed on a first-come, first-served basis. If you wish to reserve a parlor or a suite in the hotel for a hospitality function, this is considered part of a sleeping room

reservation and must be requested on the hotel booking form found in the 2011 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 the exhibition hall 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 Palais des congrès de Montréal. 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.



Food and beverage services attract booth traffic!
Let us help you maximize your presence with this popular feature.

PALAIS DES CONGRÈS DE MONTRÉAL

THE BEST SUSTAINABLE PRACTICES

The Palais understands the special role it plays in the community and is doing its part to change the course of events. It is an active member of the Green Committee set up by the Montréal tourism industry and firmly believes in the benefits of geotourism, i.e. promoting Montréal as green while continuing to curb the environmental footprint of the city's tourism activities. Not surprisingly, Montréal is the world's first major city to sign the National Geographic Society's Geotourism Charter, while the Palais is also supporting efforts to develop green meeting standards for Québec.

Other examples of how deeply the Palais values its social responsibility include its ongoing work with its partners to introduce a variety of initiatives for the Montréal community, such as a goodwill program promoting the reuse by community organizations of items and materials unused during events, requiring employees to perform community work for one day and also donating untouched surplus food to homeless shelters.

Approximately 10% of the events held at the Palais in 2007-2008 included green practices. The Palais uses a personalized

[Read more about the Palais on page 31](#)



THE PALAIS: A LEADER IN GREEN PRACTICES

approach to guiding event organizers through the green planning process and thus further widen the scope of its efforts. Its “a la carte” services make it possible for each event organizer to curb their environmental footprint in a way that reflects their actual needs and how green they can go.

The Palais’ green event planning process is inspired by best sustainable development practices, and is outlined in its *Organizing a Green Event Guide*. It has a proven track record, and today some of its major events serve as models of green planning.

Known as an environmental performance leader, the Palais adopts green practices that

have a favourable impact on several aspects of its operations, e.g. reducing water use, recycling (paper, wood, glass, metal, plastic, as well as bulky items such as plaster and carpeting) using eco-friendly construction materials, and managing hazardous waste and ozone depleting substances. These practices are governed by an environmental building management policy.

In addition, the Palais carries out regular maintenance of its heating, ventilation and air conditioning systems, and gives priority to green certified and biodegradable products for housekeeping use.



MONTRÉAL: FACTS AND FIGURES

BONJOUR! SOYEZ BIENVENUS À MONTRÉAL!

Montréal is the second-largest city in Canada and the largest city in the province of Quebec. As of July 2009, Statistics Canada identifies Montréal's Census Metropolitan Area (CMA) (land area 4,259 square kilometres or 1,644 square miles) as Canada's second most populous with a population of 1,906,811 in the city and metropolitan area population of 3,814,700.

The official language of Montréal is French as defined by the city's charter. French is the most spoken language at home in the city. Montréal is the second largest primarily French-speaking city in the world, after Paris.

The city of Montréal is composed of 19 large boroughs which are further subdivided into smaller neighbourhoods. The borough with the most neighbourhoods is Ville-Marie, which includes the city's downtown, the historical district of Old Montréal, Chinatown, the Gay Village, the Latin Quarter, the recently

gentrified Quartier international and Cité Multimédia as well as the Quartier des Spectacles which is currently under development. Other neighbourhoods of interest in the borough include the affluent Golden Square Mile neighbourhood at the foot of Mount Royal and the Shaughnessy Village/Quartier Concordia area home to thousands of students at Concordia University. The borough also comprises most of Mount Royal Park, Saint Helen's Island and Île Notre-Dame.

Montréal industries include aerospace, electronic goods, pharmaceuticals, printed goods, software engineering, telecommunications, textile and apparel manufacturing, tobacco and transportation. The service sector is also strong and includes culture, tourism, civil, mechanical and process engineering, finance, higher education, and research and development, film and word affairs. In 2002, Montréal ranked as the 4th largest centre in North America in terms of aerospace jobs.



Did you know...

Montréal is the second-largest city in Canada.

MONTRÉAL: FACTS AND FIGURES

ENJOY YOUR STAY IN MONTRÉAL!

Montréal is also a centre of film and television production; the headquarters of Alliance Films, and five studios of the Academy Award-winning documentary producer National Film Board of Canada, as well as the head offices of Telefilm Canada, the national feature-length film and television funding agency and Télévision de Radio-Canada. The city is also home to many recognized cultural, film and music festivals (Just For Laughs, Just For Laughs Gags, Montréal International Jazz Festival, Montréal World Film Festival, and others), which contribute significantly to its economy. It is also home to one of the world's largest cultural enterprises, the Cirque du Soleil.

Montréal is well served by a variety of media, including several French and English television stations, newspapers, radio stations, and magazines. There are four over-the-air English-language television stations: CBC Television, CTV, Global and CJNT which also airs multicultural programming. There are also five over-the-air French-language television stations: Radio-Canada, TVA, V, Télé-Québec and Canal Savoir.

Montréal also plays an important role in the finance industry. The official legal corporate head offices of Bank of Montréal and Royal

Bank of Canada, two of the five biggest banks in Canada, are still in Montréal with their operational corporate headquarters in Toronto, Ontario. The National Bank of Canada, the sixth largest bank in Canada, Laurentian Bank of Canada, Desjardins Group, the largest regional bank in Quebec, are also headquartered in Montréal.

As a North American city, Montréal shares many cultural characteristics with the rest of the continent. It has a tradition of producing both jazz and rock music. The city has also produced much talent in the fields of visual arts, theatre, music and dance. Yet, being at the confluence of the French and the English traditions, Montréal has developed a unique and distinguished cultural face.

The most popular sport in Montréal is ice hockey. The city's professional hockey team, the Montréal Canadiens, are one of the Original Six teams of the National Hockey League (NHL), and boast an NHL-record 24 Stanley Cup championships. The New York Yankees of Major League Baseball are the only other team in North American sports to have more championship titles, with 27 World Series titles.

Enjoy your stay in the beautiful city of Montréal!

Did you know...

After Paris, Montréal is the second-largest primarily French-speaking city in the world.

IMPORTANT DATES AND DEADLINES

Su M T W Th F Sa

December 2010

			1	2	3	4
5	6	7	8	9	10	11
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Su M T W Th F Sa

January 2011

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Su M T W Th F Sa

February 2011

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Su M T W Th F Sa

March 2011

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Su M T W Th F Sa

April 2010

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Su M T W Th F Sa

May 2011

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22	23	24	25	26	27	28
29	30					

2010

1 December	Target this date to review and choose your sponsorship opportunities
3 December	Contract for Exhibit Space due with full payment. Description of materials to be displayed at booth is due
17 December	Exhibit floor placement announcement

2011

10 January	Exhibit space cancellation deadline; cancellations will not be refunded after this date
21 January	Online Exhibitor Service Kit made available to all exhibitors who have paid in full
4 February	Company profile for the Guide to Exhibition is due
11 February	Floor Plans due (exceeding 9 square meters)
18 February	Reserve your space for Guide to Exhibition ad. All function space requests are due
25 February	Proof of commercial liability insurance is due Booth diagrams exceeding 9square meters are due
4 March	Art work for advertisement in the Guide to Exhibition is due
11 March	Exhibitor registration forms due to ISMRM
28 March	EAC forms due to Champion
5 May	Freight move-in
6 – 8 May	Exhibitor move-in
6 May	Registration opens on-site at 14:00
7 – 8 May	SMRT Annual Meeting
8 May	Opening Reception in Exhibit Hall
7 – 13 May	ISMRRM Annual Meeting & Exhibition
12 May	Closing Reception
12 May	Exhibitor Dismantle, 16:30–midnight
12 May	Farewell Reception
12 May	Exhibitor Dismantle, 16:30–midnight