

## EXHIBITION SCHEDULE: DESIGNED FOR MAXIMUM LEAD GENERATION

| Activity                            | Thurs.<br>5 May | Fri.<br>6 May | Sat.<br>7 May | Sun.<br>8 May  | Mon.<br>9 May | Tues.<br>10 May | Wed.<br>11 May | Thurs.<br>12 May   | Fri.<br>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<br>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<br>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:<br>07:00–14:00  | 07:00–20:30   | 07:00–19:45     | 07:00–21:30    | 07:00–16:30<br>Poster Dismantle:<br>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<br>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.