

26<sup>TH</sup> Annual Meeting  
22–24 April 2017

ISMRM 25<sup>TH</sup> Annual Meeting & Exhibition  
22–27 April 2017

**HONOLULU, HI, USA**  
[www.ismrm.org](http://www.ismrm.org) • [www.smrt.org](http://www.smrt.org)

SMRT ABSTRACT DEADLINE: 16 NOVEMBER 2016

ISMRM ABSTRACT DEADLINE: 09 NOVEMBER 2016



EXHIBIT DATES:

Saturday, 22 April – Sunday, 23 April 2017

MEETING DATES:

Saturday, 22 April – Sunday, 23 April 2017

*Optional Monday at ISMRM Meeting*

**Society for MR Radiographers & Technologists**  
a Section of the ISMRM

**PROSPECTUS FOR EXHIBITORS**  
26<sup>th</sup> ANNUAL MEETING

Hawai'i Convention Center  
Honolulu, Hawai'i

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Welcome!

The Society for MR Radiographers & Technologists invites you to join us for our 26<sup>th</sup> Annual Meeting at the Hawai'i Convention Center in beautiful Honolulu, Hawai'i, USA, 22 – 24 April, 2017. The third day is an optional full day of Technologist appropriate ISMRM courses.

The Society for MR Radiographers & Technologists (SMRT) a Section of the International Society for Magnetic Resonance in Medicine (ISMRM), is the leading non-profit organization that provides an international forum for education, information and research in magnetic resonance for technologists and radiographers throughout the world. The SMRT was established by technologists, clinicians and scientists of the ISMRM as a forum for technologists to share their expertise and educational resources, with a common goal of improving healthcare for people worldwide. As an organization, we are committed to promoting communication and the dissemination of cutting-edge MR developments. The objective of the SMRT is to advance education and training, while striving to promote a high level of knowledge and professionalism in the field of MR technology and radiography.

The SMRT is celebrating its **26<sup>th</sup> Annual Meeting** and is very pleased to invite you to exhibit with us and experience the new and exciting offerings of Honolulu, Hawai'i, USA. The largest city and airport in the Hawaiian Islands, Honolulu acts as a natural gateway to the islands' large tourism industry, which brings millions of visitors and contributes \$10 billion annually to the local economy. Honolulu's location in the Pacific also makes it a large business and trading hub, particularly between the East and the West. Other important aspects of the city's economy include military defense, research and development, and manufacturing.

The market you need to reach will be in attendance and will include decision makers in the field of Magnetic Resonance technology and the related specialty of radiography. Reach key thought academic leaders and industry technologists; build your company's visibility in the field of MRI; generate new sales prospects and leads; interact with technologists from around the globe; introduce and advertise your new products and services to attendees.

The SMRT exhibits will be held in Rooms 321 - 322 on the third level of the Hawai'i Convention Center. To encourage a good flow of traffic throughout the room, poster presentations will be displayed in the exhibit area as well as an SMRT Lounge where early morning coffee will be served, mid-morning, mid-afternoon breaks and lunch.

Exhibit space is limited for this meeting and will be granted on a first-come, first-served basis. Only completed applications with full payment included will be guaranteed space.

On the evening of Saturday, 22 April 2017, there will be a Networking Reception for both exhibitors and attendees at the Sky Waikiki. We hope you can attend!

Please be among those who take advantage of this outstanding marketing opportunity. We look forward to the early return of your completed application.

James J. Stuppino, B.S.,R.T.(R)(MR)  
SMRT President 2016 - 2017

Kerry M. Crockett, MBA, CAE, CMP, DES  
ISMRM/SMRT Associate Executive Director

## **BENEFITS OF EXHIBITING AT THE SMRT ANNUAL MEETING**

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

Unlimited networking opportunities with a growing international assembly of the world's largest community of MR scientists, clinicians and technologists—an engaged, receptive and qualified audience providing you with immediate and future suspects, prospects, leads and confirmed business.

### ***Professional Event-Support Staff***

A creative and dedicated ISMRM/SMRT staff committed to providing you with a remarkable and full-service corporate exhibit experience.

### ***Destination & Quality Venues***

The ISMRM/SMRT selects the best destinations and venues worldwide, continuing to meet the professional needs of our global community.

### ***Limited Exhibitors = Maximum Exposure***

You have the benefit of capitalizing on an amazing opportunity. You are one of approximately 10 exhibitors, with an audience of 350+.

### ***Exhibitor Value***

We continue to add to the value of your exhibition experience! To assist you financially, we will continue to provide complimentary lead retrieval. Immediate and longer advertised website exposure for YOU once your 2017 exhibition space is secured.

### ***Pre-Show Marketing***

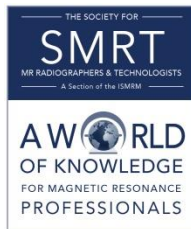
The SMRT can provide you with a preregistration list of all attendees and allow for a one-time contact prior to our annual meeting. This service is complimentary for our top tiered sponsorship levels so consider becoming a sponsor too!

### ***Pre/Post-Show Advertising***

Your company name and link to your corporate website is listed on the SMRT exhibitor page from the day you sign your contract with us until six months after the show. Last year our meeting website recorded in excess of 10,000 hits three months prior to our meeting.

### ***Exposure! Exposure! Exposure!***

We are happy to give you the exposure you deserve. Our exhibition floor includes not only exhibitors but our posters, coffee breaks and meals as well. In addition, we will hold our poster walking tour in the exhibit hall on Friday evening. These items are designed to create traffic and keep you busy!



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**SMRT 26<sup>th</sup> Annual Meeting Exhibit Space Contract**

**Contact Information**

Date:			
Company Name:			
Contact Name:		Title:	
Address: (Street) (Country)	(City)	(State/Prov)	(Postal Code)
Phone:	Email:	Website URL:	

Included: 2.4m (8') draped table, table sign, 2 chairs, and wastebasket for exhibit purposes. (Shipping, drayage, electricity and internet **not** included. These and other items can be ordered via the ISMRM Service Kit available soon at [http://ismrm.org/17/.](http://ismrm.org/17/))

Amount Due.....\$700.00 per table

Amount Paid .....\$0.00

**TOTAL BALANCE DUE** .....\$\_\_\_\_\_

**Schedule of Payments:**

- This completed form and all payments should be sent to Kerry Crockett at 2300 Clayton Road, Suite 620, Concord, CA 94520 USA.

- **50% must accompany the Exhibit Reservation Form**

- **Balance due by 17 November 2016**

**Method of Payment (check one):**

Check (payable to Society for MR Radiographers & Technologists – U.S. Currency drawn on U.S. bank)  
(Checks are preferred for payments over \$1,000 due to credit cards fees.)

Visa                       MasterCard                       American Express                       Discover

Name of Cardholder: \_\_\_\_\_  
Credit Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Amount of Payment: \$ \_\_\_\_\_ Signature: \_\_\_\_\_

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**Wire Transfer Payment Instructions**

Wire transfers for payment are accepted. Please contact Ms. Kerry Crockett at +1 925-825-SMRT (7678), [Kerry@ismrm.org](mailto:Kerry@ismrm.org) for more information.

**Cancellation Policy:**

1) Cancellations must be made by phoning Ms. Kerry Crockett at +1 925-825-SMRT (7678), and confirming by letter of cancellation to Ms. Crockett at 2300 Clayton Road, Suite 620, Concord, CA 94520 USA, and must be received by the date listed below. Cancellations will be based on the following schedule:

- Until 13 January 2017, all commitments may be cancelled in full, less a USD\$100.00 administration fee based on the payments received to date.

- Following the schedule of payments, any payments made after 13 January 2017, will not be refunded.

**Terms of Agreement:** Exhibitor agrees to abide by the 2017 Exhibitor Rules and Regulations published in the Exhibitor Prospectus and on the ISMRM/SMRT 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 2017 lease agreement for exhibit space between the Hawai'i Convention Center 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 17 November 2016 by the SMRT:

- |   |                                     |    |  |
|---|-------------------------------------|----|--|
| a) Full Payment:                                | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 17 November 2016 |
| b) Description of materials to be displayed:    | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 17 November 2016 |
| c) Company Profile for Guide to the Exhibition: | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 20 January 2017  |
| e) Proof of Insurance:                          | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 17 January 2017  |

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

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**SIGNATURE OF OFFICIAL REPRESENTATIVE**

**DATE**

**RULES AND REGULATIONS FOR EXHIBITING AT THE  
SOCIETY FOR MR RADIOGRAPHERS & TECHNOLOGISTS' MEETING**

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*Please read the following Rules and Regulations (“Rules”) carefully. By submitting an application for exhibit space for the event described on the first page herein, you, as agent for the exhibiting company (the “Exhibitor”), agree that you have the authority to bind the Exhibitor to these Rules and that the Exhibitor agrees to follow and be bound by the Rules. These Rules form a contractual relationship between Exhibitor and the Society for MR Radiographers & Technologists (“SMRT” or “Society”).*

**SPACE ASSIGNMENT & FEES**

**Presentation of Products or Services**

The purpose of the Society for MR Radiographers & Technologists exhibit program is to further the education of the registrants by providing an area for exhibitors to present information on products or services pertinent to the technologist’s professional interests.

**Exhibit Hours and Dates:**

<b>Saturday, 22 April 2017</b>	<b>09:15 – 18:00</b>
<b>Sunday, 23 April 2017</b>	<b>09:30 – 15:30</b>

EXHIBIT TABLE MUST BE STAFFED AT ALL TIMES DURING EXHIBIT HOURS. Exhibitors are advised to be at their tables at the start of the show opening both days.

**Scheduled Breaks (subject to change):**

<b>Saturday, 22 April 2017</b>	<b>07:00 – 07:45</b>
	<b>09:40 – 09:55</b>
<b>Lunch</b>	<b>11:55 – 12:55</b>
	<b>15:35 – 15:50</b>
<b>Sunday, 23 April 2017</b>	<b>07:00 – 07:45</b>
	<b>09:30 – 09:45</b>
<b>Lunch</b>	<b>11:45 – 12:45</b>
	<b>15:15 – 15:30</b>

As a courtesy to the radiographers and technologists and your fellow exhibitors, the SMRT requests strict adherence to the opening and closing hours. Deliveries or removal of equipment must be made before or after exhibit hours. Once the exhibit opens for the last day of exhibiting, nothing may be removed until the exhibit is officially closed at 15:30.

**Space Assignment**

Applications for exhibit space are subject to the approval of the Society, in its sole discretion, not to be unreasonably withheld.

Persons, companies, or organizations that have not contracted with SMRT to occupy space in the exhibit area will not be permitted to display or demonstrate products, processes, or services, solicit orders, or distribute advertising materials in the Hawai’i Convention Center.

**Charge for Space**

2.4 m (8’) skirted table is USD\$700.00

**Booth Space Cancellations or Space Reductions**

To cancel space, exhibitors are required to both:

1. Telephone Kerry Crockett, at (925) 825-SMRT (7678) AND email to [Kerry@ismrm.org](mailto:Kerry@ismrm.org) or
2. Send a confirming letter of cancellation to Kerry Crockett, SMRT, 2300 Clayton Road, Suite 620, Concord, CA 94520, USA.  
The date the Exhibitor’s written notice is received will be the official cancellation/reduction date.

3. Cancellations are invoiced at 50% of original price. If a company cancels after 13 January 2017 it will be responsible for paying 100% of the original price. No adjustments will be made at the end of the show.

### **Security**

The exhibit area will be secured, but the Society for MR Radiographers & Technologists does not guarantee to protect the Exhibitors against any loss or damage of any kind. Exhibitors are advised to be at their tables fifteen minutes prior to the beginning of the meeting each day.

### **Indemnification**

ISMRRM/SMRT, 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 ISMRRM/SMRT and the Hawai'i Convention Center, and the exhibitor shall protect, indemnify, hold harmless and defend ISMRRM/SMRT, 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 ISMRRM/SMRT, its officers, directors, agents or employees.

### **Insurance**

At the time the Contract is submitted, the exhibitor shall furnish to ISMRRM/SMRT 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 ISMRRM/SMRT 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 ISMRRM/SMRT, its officers, directors, agents or employees. In the event any part of the exhibit hall is destroyed or damaged so as to prevent ISMRRM/SMRT 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 ISMRRM, 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 ISMRRM/SMRT, 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 ISMRRM/SMRT being a refund of the rent paid for the period it was prevented from using the space.

### **USE OF EXHIBIT SPACE**

Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act within its assigned exhibit space.

Each exhibit space will have a 2.4m (8') draped table, 2 chairs and a wastebasket. (Internet and electricity are not included but can be ordered via the ISMRRM service kit at <http://ismrm.org/17/> (available soon).

### **TABLE ACTIVITIES & PERSONNEL**

#### **General Character of Exhibits**

In its sole discretion, at any time, the Society for MR Radiographers & Technologists may require modification of exhibits to bring them into compliance with this section and with the Rules. SMRT may, alternatively, require an Exhibitor to cease exhibiting if SMRT determines in good faith that no modification will suffice to correct harm done by Exhibitor's breach of the Rules.

The character of the exhibits is subject to approval by the SMRT. The right is reserved to refuse applications of concern not meeting standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Exhibitors are requested to staff their exhibits with personnel attired in a manner consistent with the decorum of the meeting and knowledgeable in the products and policies of the company.

#### **Printed Materials**



Distribution of printed educational material by industry or its agents is limited to the area rented by the exhibiting company in the SMRT exhibit area. These materials are not permitted in the registration area, meeting rooms and corridors of the Hawai'i Convention Center.

### **Selling of Products or Services**

Sales and order-taking are permitted provided that all transactions are conducted in a manner consistent with the professional nature of the exhibits. Exhibitors are responsible for any and all licenses or permits required by law, as well as the payment of any taxes owed from sales.

Contests, lotteries, raffles or games of chance, as well as the display or promotion of special discount offers are prohibited.

### **Distribution of Give-Aways**

Giveaways will be limited to those items relevant to the professional interests of the registrants, and have a value of \$10.00 or less per item. Exhibitors may serve and dispense light refreshments on the exhibit floor. All giveaways and handouts, with the exception of literature, must have the written approval of the Society for MR Radiographers & Technologists prior to the meeting. Such requests must be submitted to Ms. Kerry Crockett at the SMRT office by Friday, 10 February 2017. Requests received after Friday, 10 February 2017 will not be approved.

### **Mailing Lists**

The Society offers a one-time rental of a mailing list for registrants of the meeting.

The SMRT 2017 pre-registrant list will be available four (4) weeks in advance of the meeting, with a final registrant list available after 26 May 2017. Only SMRT 2017 exhibitors may rent the pre-registration list. Mailing list rental guidelines and order forms will be provided in the Exhibitor Service Manual. A copy of the proposed mailing piece must be submitted with the order form.

The mailing list(s) may not be used for any mailings other than that for which it is provided by SMRT, and may not be provided to any other party other than those to which permission was given.

### **Hotel Information**

Many hotels offering a range of quality, rates, and amenities have been reserved by the ISMRM/SMRT for the meeting in Honolulu, Hawai'i, USA. Convention Housing Management (CHM) has been appointed to coordinate all hotel reservations for ISMRM/SMRT attendees and exhibitors. In order to receive the special convention rate, attendees and exhibitors must make their reservations through the official housing bureau, CHM.

More detailed information on the various hotels and the hotel reservation form is available online through the ISMRM registration website. Do not contact the hotels directly in Honolulu, Hawai'i 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.

### **Important Exhibitor Housing Note:**

Exhibitors are expected to secure their accommodations through CHM as part of their alliance with the ISMRM/SMRT. Exhibitors who book outside the ISMRM/SMRT 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.

### **Prohibited Promotional Practices**

1. Giveaway items that do not comply with stated policy
2. Sub-leasing exhibit space
3. Canvassing or distributing any material outside the Exhibitor's own space
4. Contests, lotteries, raffles or games of chance, as well as the display or promotion of special discount offers without prior approval
5. Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the dates of the meeting
6. Soliciting participation in surveys or otherwise harassing registrants
7. The use of any advertisements and/or displays of signs outside the exhibit space as well as any advertisement within the exhibit space that does not comply with ISMRM/SMRT Rules.

8. Entering another Exhibitor's space or taking photographs of another Exhibitor's table without permission
9. Operating X-ray equipment
10. Using noisy electrical or mechanical apparatus that interferes with other Exhibitors
11. The use of balloons or glitter products.
12. Stick-on decals and/or similar adhesive backed promotional items may not be distributed or used in the Hawai'i Convention Center. Relevant portions of the foregoing prohibited practices are applicable to non-Exhibitors at all times.

### **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, back wall 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 Hawai'i Convention Center and the Honolulu, Hawai'i Fire Department **MUST** approve aspects of your booth in advance. Please contact Patti McDowell with Freeman, by email at [patti.mcdowell@freemanco.com](mailto:patti.mcdowell@freemanco.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, Anne Marie Kahrovic, Director of Meetings or Patti McDowell at Freeman.

### **SPONSORSHIP OPPORTUNITIES**

See enclosed information including Sponsorship Opportunities, Payment, and Cancellation Policy.

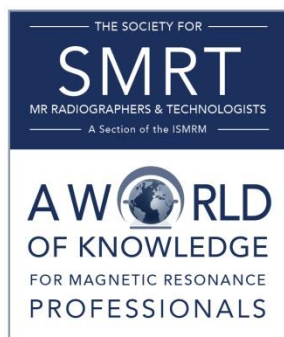
### **INSTALLATION & DISMANTLING**

Installation of exhibits will begin on Friday, 21 April at 13:00.

Dismantling will be on Sunday, 23 April 15:45 – 20:00.

### **SHIPPING**

Shipping and Customs information will be available soon on the ISMRM website at <http://ismrm.org/17/> in the Exhibitor's Service Kit.



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**Honolulu, Hawai'i, USA**

**22 - 24 APRIL 2017**

# **SPONSORSHIP OPPORTUNITIES**



## SPONSORSHIP OPPORTUNITIES

### DIAMOND SPONSORS - USD\$10,000

#### On-Site Visibility

- Two (2) 2.4m (8') draped exhibit tables with power in exhibit space
- Two (2) Full meeting registrations (1 ISMRM & 1 SMRT)
- Two (2) Exhibit badges (access to ISMRM exhibits)
- One (1) Ten minute presentation during meeting
- Identified as an official SMRT Diamond Sponsor in the 2016 SMRT Annual Meeting communications and right to use official phraseology in advertisement and promos '...official Diamond sponsor of the SMRT...'
- Access to SMRT mailing list for two mailings
- One item provided by sponsor for attendee give-away (USD\$10 limit; pre-approval by SMRT)
- Purchase additional sponsorship items with a 10% discount off the purchase of one or more items

#### Print Visibility/Other Media

- Full page color ad in Program Book (distributed to all attendees)
- Company name on SMRT website with a link to your homepage
- Prominent placement in "Thank You, Sponsors" ads in the 2017 SMRT Annual Meeting Program Book
- Sponsor's logo placed within all SMRT 2017 Annual Meeting advertising, starting in November 2016

### SAPPHIRE SPONSORS - USD\$7,500

#### On-Site Visibility

- One (1) 2.4m (8') draped exhibit table in meeting pre-function space
- Two (2) Full meeting registrations (1 ISMRM & 1 SMRT)
- One (1) exhibit badge
- Identified as an official SMRT Sapphire Sponsor in the 2017 SMRT Annual Meeting communications and right to use official phraseology in advertisement and promos '...official Sapphire sponsor of the SMRT...'
- Access to SMRT mailing list for one mailing
- One item provided by sponsor for attendee give-away (USD\$7 limit; pre-approval by SMRT)
- Purchase additional sponsorship items with a 10% discount off the purchase of one or more items

#### Print Visibility/Other Media

- Company name on SMRT website with a link to your homepage
- Sponsor's logo placed within all SMRT 2017 Annual Meeting advertising, starting in November 2016
- Placement in "Thank You, Sponsors" ads in the 2017 SMRT Annual Meeting Program Book

## **RUBY SPONSORS - USD\$5,000**

### **On-Site Visibility**

- One (1) 2.4m (8') draped exhibit table in meeting pre-function space
- One (1) Full meeting registration (SMRT only)
- Identified as an official SMRT Ruby Sponsor in the 2017 SMRT Annual Meeting communications and right to use official phraseology in advertisement and promos '...official Ruby sponsor of the SMRT...'
- Access to SMRT mailing list for one mailing
- One item provided by sponsor for attendee give-away (USD\$5 limit; pre-approval by SMRT)
- Purchase additional sponsorship items with a 10% discount off the purchase of one or more items

### **Print Visibility/Other Media**

- Company name on SMRT website with a link to your homepage
- Sponsor's logo placed within all SMRT 2017 Annual Meeting advertising, starting in November 2016
- Placement in "Thank You, Sponsors" ads in the 2017 SMRT Annual Meeting Program Book

## **EMERALD SPONSORS - USD\$2,500**

### **On-Site Visibility**

- Identified as an official SMRT Emerald Sponsor in the 2017 SMRT Annual Meeting communications and right to use official phraseology in advertisement and promos '...official Emerald sponsor of the SMRT...'
- Access to SMRT mailing list for one mailing
- Purchase additional sponsorship items with a 10% discount off the purchase of one or more items

### **Print Visibility/Other Media**

- Company name on SMRT website with a link to your homepage -
- Sponsor's logo placed within all SMRT 2017 Annual Meeting advertising, starting in November 2016
- Placement in "Thank You, Sponsors" ads in the 2017 SMRT Annual Meeting Program Book
- Purchase additional sponsorship items with a 10% discount off the purchase of one or more item

## **PEARL SPONSORS - USD\$1000**

### **On-Site Visibility**

- Identified as an official SMRT Pearl Sponsor in the 2017 SMRT Annual Meeting communications and right to use official phraseology in advertisement and promos '...official Pearl sponsor of the SMRT...'

### **Print Visibility/Other Media**

- Company name on SMRT website with a link to your homepage
- Sponsor's logo placed within all SMRT 2017 Annual Meeting advertising, starting in November 2016
- Placement in "Thank You, Sponsors" ads in the 2017 SMRT Annual Meeting Program Book
- Purchase additional sponsorship items with a 10% discount off the purchase of one or more items

**PLEASE NOTE:** Deadlines for ads to be included in the Program Book is **10 February 2017**.

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

### **SMRT Welcome Reception**

**\$5,000**

The SMRT will be celebrating its 26<sup>th</sup> Annual Meeting, and the Reception will be one of the best attended events at the conference. It is open to all registrants and provides a wonderful opportunity for one-on-one interaction with all attendees. Featuring hors d'oeuvres, beer and wine, this event is always a hit. Sponsors will be recognized on the SMRT website, in the Program Book and with signage at the event.

### **Lanyards**

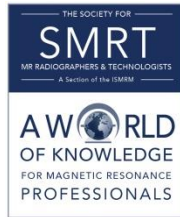
**\$500**

This is a great way to get your company name around the neck of every attendee. Each attendee will receive one for their name badge. Sponsors will also receive recognition on the SMRT website and in the Program Book.

### **Promotional Opportunity**

#### **LITERATURE RACK ITEM PLACEMENT - USD\$100**

Place one print item of your choosing in our literature rack for attendees to take home.



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 22–24 April 2017  
 ISMRM 25<sup>TH</sup> Annual Meeting & Exhibition  
 22–27 April 2017  
**HONOLULU, HI, USA**  
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SMRT ABSTRACT DEADLINE: 16 NOVEMBER 2016  
 ISMRM ABSTRACT DEADLINE: 09 NOVEMBER 2016



## SMRT Sponsorship Contract and Policies

Yes, we are interested in the following Sponsorship Opportunities at the SMRT 2017 ANNUAL MEETING (please check all that apply.):

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**Method of Payment (check one):**

- Check (payable to Society for MR Radiographers & Technologists(SMRT) – U.S. Currency drawn on U.S. bank)  
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- Visa                     
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Name of Cardholder: \_\_\_\_\_

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Wire transfers for payment are accepted. Please contact Ms. Kerry Crockett at +1 925-825-SMRT (7678), Kerry@ismrm.org for more information.

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***Thank you for your  
support of the SMRT!***