

**SMRT**

SOCIETY FOR MR  
RADIOGRAPHERS & TECHNOLOGISTS  
A Section of the ISMRM

**A WORLD  
OF KNOWLEDGE**  
FOR MAGNETIC RESONANCE  
PROFESSIONALS

EXHIBIT DATES:  
Saturday, 11 May – Sunday, 12 May 2019

MEETING DATES:  
Friday, 10 May – Monday, 13 May 2019  
*(Optional Monday at ISMRM Meeting)*

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

**PROSPECTUS FOR SPONSORS AND EXHIBITORS**  
**28<sup>th</sup> ANNUAL MEETING**

Palais des congrès de Montréal  
Montreal, QC, Canada

## Table of Contents

Welcome	3
Benefits of Exhibiting	4 - 5
Contract	6 – 7
Rules and Regulations for Exhibiting	8 – 11
Sponsorship Opportunities	12 – 15
Promotional Opportunities	15
Contract and Policies	16 - 17



Dear Valued Partner,

As you well know, magnetic resonance is in a state of transformation. The SMRT Annual Meeting is the premier industry event for anyone involved in MRI and bringing together the best and brightest minds in the imaging field. We are excited to announce that we will be holding our 28<sup>th</sup> Annual Meeting 10 – 13 May 2019 in beautiful Montreal, QC, Canada!

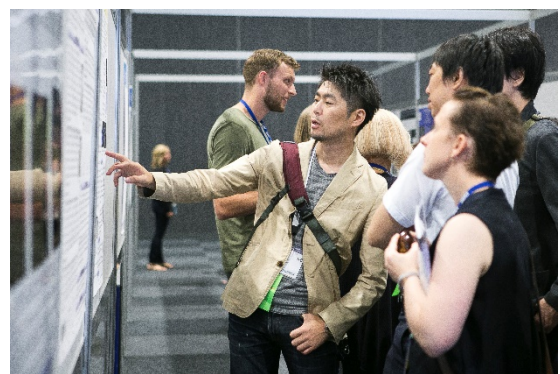
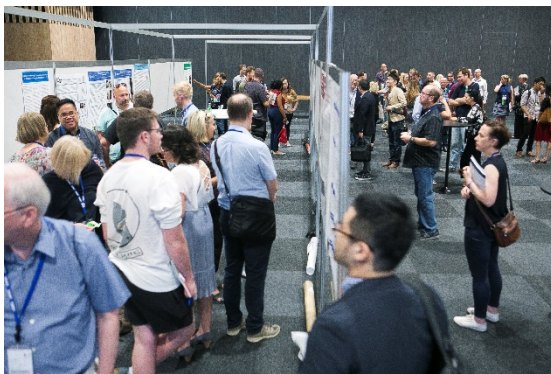
As an SMRT partner, you are an integral part of what makes SMRT the best MR ecosystem for our attendees. The SMRT Annual Meeting is an opportunity to build awareness for your brand among leaders and practitioners from our base of radiographers/technologists and key industry thought leaders.

Last year we had over 350 attendees, 30+ sessions, 5 sponsors and a live stream from the meeting. We expect 2019's event will be even bigger and better, and we hope you'll join us. We offer a wide range of sponsorship opportunities to suit your needs. I encourage you to review our sponsorship prospectus—especially the important dates for sponsorship discounts—and respond quickly, as we expect to sell out. Please be among those who take advantage of this outstanding marketing opportunity.

On behalf of the entire SMRT team, I hope you'll choose to partner with us for what's shaping up to be our most successful Annual Meeting yet!

Chris Kokkinos, B.App.Sc, PgCert, MRI  
SMRT President 2018 - 2019

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



# What Our Sponsors and Exhibitors Have Said:

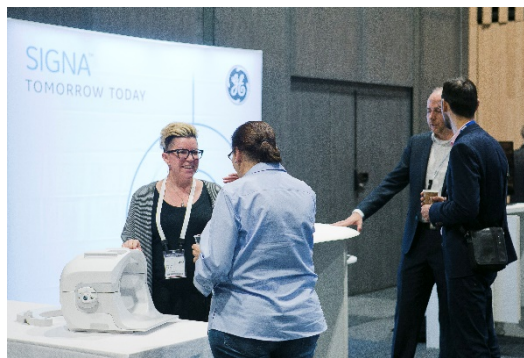
“

Forward thinking MR techs attend this meeting. The educational content is excellent. Networking here is an easily attainable objective.

”

The SMRT was very accommodating & supporting. The SMRT encouraged techs to visit our area which was helpful.

- ✓ RECEIVED VALUE FOR SPONSORSHIP DOLLARS? (88%)
- ✓ QUALITY BOOTH TRAFFIC (75%)
- ✓ 86% WILL SPONSOR SMRT AGAIN



## **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 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!





**SMRT 28<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/18/.](http://ismrm.org/18/))

Amount Due.....\$750.00 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 8 March 2019**

**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 card fees.)

Credit Card: Please charge fees to my  Visa  MasterCard  American Express

Name of Cardholder: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Billing Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code/Postal code \_\_\_\_\_ Country \_\_\_\_\_

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

**Wire Transfer Payment Instructions**

Wire transfers for payment are accepted. Please include \$25 USD in the payment for the wire transfer fee. 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 email to Kerry@ismrm.org or by sending 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. Notification must be received by the date listed below. Cancellations will be based on the following schedule:

- Until 8 March 2019, 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 8 March 2019, will not be refunded.

**Terms of Agreement:** Exhibitor agrees to abide by the 2019 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 2019 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 8 March 2019 by the SMRT:

- |  |                                     |    |  |
|--|-------------------------------------|----|--|
| <b>a) Full Payment:</b>                                | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 8 March 2019     |
| <b>b) Description of materials to be displayed:</b>    | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 8 March 2019     |
| <b>c) Company Profile for Guide to the Exhibition:</b> | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 15 February 2019 |

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

**SIGNATURE OF OFFICIAL REPRESENTATIVE**

**DATE**

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

*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:**

**Saturday, 11 May 2019**            **09:15 – 18:00**  
**Sunday, 12 May 2019**         **09:30 – 15:30**

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, 11 May 2019</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, 12 May 2019</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 Palais des congrès de Montréal.

**Charge for Space**

2.4 m (8') skirted table is USD\$750.00

**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. Until 8 March 2019, all commitments may be cancelled in full, less a USD\$100.00 administration fee based on the payments received to date. 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. 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 Palais des congrès de Montréal. 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/19/> (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 Palais des congrès de Montréal.

### **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, 15 February 2019. Requests received after Friday, 15 February 2019 will not be approved.

### **Mailing Lists**

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

The SMRT 2019 pre-registrant list will be available four (4) weeks in advance of the meeting, with a final registrant list available after 31 May 2019. Only SMRT 2019 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 Montreal, QC, Canada. 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 Paris 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 Palais des congrès de Montréal. 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 Associate Executive Director of ISMRM. Requests to distribute handout items must be submitted in writing to the Associate Executive Director 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 Palais des congrès de Montréal and the Paris 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, 10 May at 13:00.

Dismantling will be on Sunday, 12 May 15:45 – 20:00.

## **SHIPPING**

Shipping and Customs information will be available soon on the ISMRM website at <http://ismrm.org/19/> in the Exhibitor's Service Kit.



# **SMRT 28<sup>TH</sup> ANNUAL MEETING**

**Montreal, QC, Canada**  
**10 – 13 May 2019**

# **SPONSORSHIP OPPORTUNITIES**





## SPONSORSHIP OPPORTUNITIES

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

*Total Cash Value - \$6,170*

#### On-Site Visibility

- Two (2) 2.4m (8') draped exhibit tables with power in exhibit space - **\$1,500 value**
- Two (2) Full meeting registrations (1 ISMRM & 1 SMRT) - **\$2,220 value**
- Two (2) Exhibit badges (access to ISMRM exhibits) - **\$100 value**
- One (1) Ten minute presentation during meeting - **priceless**
- Identified as an official SMRT Diamond Sponsor in the 2019 SMRT Annual Meeting communications and right to use official phraseology in advertisement and promos '...official Diamond sponsor of the SMRT...' - **priceless**
- Access to SMRT mailing list for two mailings - **\$350 value**
- One item provided by sponsor for attendee give-away (USD\$10 limit; pre-approval by SMRT)
- Purchase additional sponsorship items with a 15% discount off the purchase of one or more items

#### Print Visibility/Other Media

- Full page color ad in Program Book (distributed to all attendees) - **\$1,500 value**
- Company name on SMRT website with a link to your homepage - **priceless**
- Prominent placement in "Thank You, Sponsors" ads in the 2019 SMRT Annual Meeting Program Book - **\$500 value**
- Sponsor's logo placed within all SMRT 2019 Annual Meeting advertising, starting in November 2018 - **priceless**

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

*Total Cash Value - \$4,445*

#### On-Site Visibility

- One (1) 2.4m (8') draped exhibit table in meeting pre-function space - **\$750 value**
- Two (2) Full meeting registrations (1 ISMRM & 1 SMRT) - **\$2,220 value**
- One (1) exhibit badge - **\$50 value**
- Identified as an official SMRT Sapphire Sponsor in the 2019 SMRT Annual Meeting communications and right to use official phraseology in advertisement and promos '...official Sapphire sponsor of the SMRT...' - **priceless**
- Access to SMRT mailing list for one mailing - **\$175 value**
- One item provided by sponsor for attendee give-away (USD\$7 limit; pre-approval by SMRT)
- Purchase additional sponsorship items with a 15% discount off the purchase of one or more items

## Print Visibility/Other Media

- **NEW!** Half page color ad in Program Book (distributed to all attendees) - **\$750 value**
- Company name on SMRT website with a link to your homepage - **priceless**
- Sponsor's logo placed within all SMRT 2019 Annual Meeting advertising, starting in November 2018 - **priceless**
- Placement in "Thank You, Sponsors" ads in the 2019 SMRT Annual Meeting Program Book - **\$500 value**

## RUBY SPONSORS - USD\$5,000

**Total Cash Value - \$1,985**

### On-Site Visibility

- One (1) 2.4m (8') draped exhibit table in meeting pre-function space - **\$750 value**
- One (1) Full meeting registration (SMRT only) - **\$560 value**
- Identified as an official SMRT Ruby Sponsor in the 2019 SMRT Annual Meeting communications and right to use official phraseology in advertisement and promos '...official Ruby sponsor of the SMRT...' - **priceless**
- Access to SMRT mailing list for one mailing - **\$175 value**
- One item provided by sponsor for attendee give-away (USD\$5 limit; pre-approval by SMRT)
- Purchase additional sponsorship items with a 15% 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 2019 Annual Meeting advertising, starting in November 2018
- Placement in "Thank You, Sponsors" ads in the 2019 SMRT Annual Meeting Program Book - **\$500 value**

## EMERALD SPONSORS - USD\$2,500

**Total Cash Value - \$675**

### On-Site Visibility

- Identified as an official SMRT Emerald Sponsor in the 2019 SMRT Annual Meeting communications and right to use official phraseology in advertisement and promos '...official Emerald sponsor of the SMRT...' - **priceless**
- Access to SMRT mailing list for one mailing - **\$175 value**
- 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 - **priceless**
- Sponsor's logo placed within all SMRT 2019 Annual Meeting advertising, starting in November 2018 - **priceless**
- Placement in "Thank You, Sponsors" ads in the 2019 SMRT Annual Meeting Program Book - **\$500 value**
- Purchase additional sponsorship items with a 15% discount off the purchase of one or more item

## PEARL SPONSORS - USD\$1000

**Total Cash Value - \$500**

### On-Site Visibility

- Identified as an official SMRT Pearl Sponsor in the 2019 SMRT Annual Meeting communications and right to use official phraseology in advertisement and promos '...official Pearl sponsor of the SMRT...' - **priceless**

### Print Visibility/Other Media

- Company name on SMRT website with a link to your homepage - **priceless**
- Sponsor's logo placed within all SMRT 2019 Annual Meeting advertising, starting in November 2018 - **priceless**
- Placement in "Thank You, Sponsors" ads in the 2019 SMRT Annual Meeting Program Book - **\$500 value**
- Purchase additional sponsorship items with a 15% discount off the purchase of one or more items

**PLEASE NOTE: Deadlines for ads to be included in the Program Book is 28 February 2019.**

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

### **SMRT Welcome Reception - \$5,000**

The SMRT will be celebrating its 28<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 OPPORTUNITIES**

### **Advertise in the SMRT Program Book**

Make a lasting impression on your customers by advertising your company in the SMRT Program Book. Full, Half and Quarter page advertising space is available. (*Diamond Sponsors receive first priority for ad placement.*)

- Full page color ad: \$1,000
- Half page color ad: \$750
- Quarter page color ad: \$500

Deadline for ads to be included in the Program Book is **28 February 2019**.



## SMRT Sponsorship Contract and Policies

Yes, we are interested in the following Sponsorship Opportunities at the SMRT 2019 ANNUAL MEETING (please check all that apply.):

- |                          |                               |                     |
|--------------------------|-------------------------------|---------------------|
| <input type="checkbox"/> | <b>DIAMOND SPONSOR</b>        | <b>\$10,000 USD</b> |
| <input type="checkbox"/> | <b>SAPPHIRE SPONSOR</b>       | <b>\$7,500 USD</b>  |
| <input type="checkbox"/> | <b>RUBY SPONSOR</b>           | <b>\$5,000 USD</b>  |
| <input type="checkbox"/> | <b>EMERALD SPONSOR</b>        | <b>\$2,500 USD</b>  |
| <input type="checkbox"/> | <b>PEARL SPONSOR</b>          | <b>\$1,000 USD</b>  |
| <input type="checkbox"/> | <b>SMRT WELCOME RECEPTION</b> | <b>\$5,000 USD</b>  |
| <input type="checkbox"/> | <b>LANYARDS</b>               | <b>\$500 USD</b>    |
| <input type="checkbox"/> | <b>FULL PAGE ADD</b>          | <b>\$1000 USD</b>   |
| <input type="checkbox"/> | <b>HALF PAGE AD</b>           | <b>\$750 USD</b>    |
| <input type="checkbox"/> | <b>QUARTER PAGE AD</b>        | <b>\$500 USD</b>    |

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

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

Please charge fees to my  Visa  MasterCard  American Express

Name of Cardholder: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Billing Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code/Postal code \_\_\_\_\_ Country \_\_\_\_\_

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

**Wire Transfer Payment Instructions**

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



Please print contact information

Contact \_\_\_\_\_

Address \_\_\_\_\_

City, State/Prov \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

**Cancellation Policy:**

1) Cancellations must be made by phoning Ms. Kerry Crockett at +1 925-825-SMRT (7678), AND email to Kerry@ismrm.org or by sending 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. Notification must be received by the date listed below. Cancellations will be based on the following schedule:

- Until 8 March 2019, 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 8 March 2019, will not be refunded.

**Terms of Agreement:** Exhibitor agrees to abide by the 2019 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 2019 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 8 March 2019 by the SMRT:

- |   |                                     |    |  |
|---|-------------------------------------|----|--|
| <b>a) Full Payment:</b>                             | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 8 March 2019 |
| <b>b) Description of materials to be displayed:</b> | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 8 March 2019 |

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

---

**SIGNATURE OF OFFICIAL REPRESENTATIVE**

**DATE**

**Contact: Ms. Kerry Crockett, MBA, CAE, CMP, DES**  
ISMRM/SMRT  
2300 Clayton Road, Suite 620  
Concord, CA 945  
P: +925-825-SMRT (7678)  
F: +510-841-2340  
[Kerry@ismrm.org](mailto:Kerry@ismrm.org)

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