2017 Support & Exhibitor Prospectus

20TH
Annual Scientific Sessions
Building on 20 Years of Excellence in Cardiovascular Magnetic Resonance

February 1-4, 2017
Gaylord National Resort
Washington, DC USA
Reach key decision makers in cardiovascular magnetic resonance who are eager to learn about your company’s offerings

The role of cardiovascular magnetic resonance (CMR) is growing and continues to evolve as a major tool for the diagnosis and assessment of the heart. According to a recent SCMR survey, 70% of members have seen growth in scans being performed and 22% have seen growth over 25%. Furthermore, 80% believe that CMR utilization will continue to grow at an annual rate of 10 – 20% over the next 3 years.

Driving this growth is the Society for Cardiovascular Magnetic Resonance. SCMR is the leading organization of global healthcare professionals committed to the further development and clinical application of CMR through education, quality control, research, and training. Our passion and commitment to educating referring physicians, seeking higher reimbursement, shortening exam times, and training providers have contributed to the growth of CMR. The SCMR membership, which has grown to over 2,400, includes cardiologists, radiologists, physicists, and technologist with the majority working and practicing in hospital settings. As the leaders in CMR, SCMR represents a very educated market that delivers and influences CMR research, education, and standards of clinical practice. They are involved in increasing levels of influence in all areas of medical imaging and cardiovascular healthcare. Meet face to face with these high-level decision makers who buy and develop the products and services you deliver.
Acquire and educate the most qualified leads in CMR at the Society for Cardiovascular Magnetic Resonance (SCMR) 20th Annual Scientific Sessions. Share your newest technology, products, services, and career opportunities with the largest gathering of diverse and creative thought leaders from all over the world. More than 1,500 healthcare professionals and trainees attend SCMR’s annual meeting to discover the latest solutions and developments, medical advances, clinical evidence, and breakthroughs in CMR technology.

Exhibiting at SCMR’s Scientific Sessions Gives You a Competitive Advantage:

- Gain valuable face time with key decision makers from more than 20 countries
- Develop new product ideas by attending educational and scientific sessions
- Generate new leads and increase sales with exposure to more than 1,500 CMR professionals

Benefit from Exhibit Hall Traffic Boosters:

- 21.5 total hours (5.5 unopposed) of exhibit time provided throughout the meeting
- Beverage breaks will be rotated throughout the hall every day
- SCMR giveaways: names will be drawn in the hall and attendees must be present to win
- Poster presentations in the Exhibit Hall, drawing clinicians and scientists to the hall
- Listing in the official Scientific Session's printed program book and online app

Primary Specialty

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Radiologist</td>
<td>16%</td>
</tr>
<tr>
<td>Cardiologist</td>
<td>49%</td>
</tr>
<tr>
<td>Other Non-Physicians</td>
<td>11%</td>
</tr>
<tr>
<td>Technologist</td>
<td>6%</td>
</tr>
<tr>
<td>Other Physicians</td>
<td>5%</td>
</tr>
<tr>
<td>Non-Physician Scientist</td>
<td>13%</td>
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</table>

Global Membership

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>38%</td>
</tr>
<tr>
<td>Europe</td>
<td>34%</td>
</tr>
<tr>
<td>Asia</td>
<td>12%</td>
</tr>
<tr>
<td>Latin America</td>
<td>5%</td>
</tr>
<tr>
<td>Canada</td>
<td>4%</td>
</tr>
<tr>
<td>Australia</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

2012-2015 Registration Numbers

<table>
<thead>
<tr>
<th>City</th>
<th>Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco 2013</td>
<td>1,183</td>
</tr>
<tr>
<td>New Orleans 2014</td>
<td>1,226</td>
</tr>
<tr>
<td>Nice 2015</td>
<td>1,451</td>
</tr>
<tr>
<td>Los Angeles 2016</td>
<td>1,305</td>
</tr>
</tbody>
</table>

Membership Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>2,208</td>
</tr>
<tr>
<td>2014</td>
<td>2,195</td>
</tr>
<tr>
<td>2015</td>
<td>2,342</td>
</tr>
<tr>
<td>2016</td>
<td>2,500</td>
</tr>
</tbody>
</table>

56% of meeting attendees performed over 11 CMR cases per week
30% of meeting attendees attended for the first time
Exhibit Information

EXHIBIT LOCATION
Gaylord National Resort and Convention Center
201 Waterfront St
National Harbor, MD 20745
Phone: (301) 965-4000

BOOTH SPACE RATES
Includes: Pipe and drape booth space and identification sign

- Regular Inline Rate: $3,800 per 10’ x 10’ booth
- Corner Booth Rate: $4,000 per 10’ x 10’ booth
- Premium Island Rate: $16,000 per 20’ x 20’ booth
- Publisher’s Rate: $1,500 per 10’ x 10’ booth

EXHIBIT SPACE LOCATION
Please identify your first three choices of booth locations (by booth number) on your application. If you have any questions about the exhibit area or booth arrangement, please contact Pete Pomilio, Chief Operating Officer for SCMR, at (856) 423-7222 x237. Every effort is made to assign all booth locations in accordance with each exhibitor’s preference. Assignments are made on a first-come first-served basis, upon receipt of the completed exhibitor application and payment.

BOOT CONSTRUCTION
- Standard booths are limited to 8’ background drapes and 3’ side drapes (these are not hard wall booths).
- Maximum height of in-line exhibits is 8’ and may extend only 5’ from the back wall. The remaining 5’ must not exceed 4’ in height.

EXHIBITOR DIRECTORY & MEETING APP
The Exhibitor Directory will be distributed to each Conference registrant as part of the final program. The link to download the meeting app will be emailed to all attendees two weeks prior to the meeting. Both platforms include: exhibitor’s name, address, booth number(s), and description of product(s)/service(s).

REGISTRATION
(this applies to those not taking an Exhibit Marketing Package)
One (1) Full Conference registration will be provided to each exhibiting company per 10 x 10 booth at no additional charge. Two (2) Exhibit Hall Only registrations per 10 x 10 booth will be provided without charge. Additional Exhibit Hall Only badges are available for $100.00 each (no access to sessions). The Badge Request Form and a Conference Registration Brochure will be sent to all exhibitors upon receipt of signed contract and payment.

All exhibiting companies will be required to adhere to show rules and regulations published on the official meeting website.

PREVIOUS EXHIBITORS
- Bayer Healthcare
- Cardiovascular Imaging Solutions LTD
- CIRCLE Cardiovascular Imaging Inc.
- Diagnosoft, Inc.
- GE Healthcare
- Guerbet
- Heart Imaging Technologies, LLC
- HeartVista Inc.
- Imricor Medical Systems
- Journal of Cardiovascular Magnetic Resonance
- Materialise
- Medis Medical Imaging Systems BV
- Medtron AG
- MedVoxel Systems Inc
- Morpheus Medical
- Nano4Imaging GmbH
- NeoSoft / NeoCoil, LLC
- Philips Healthcare
- Pie Medical Imaging B.V.
- Precision Image Analysis
- Siemens
- Toshiba America Medical Systems
Exhibit Key Dates

EXHIBIT INSTALLATION/MOVE-IN HOURS*
Wednesday, February 1 ................................................... 8:00 am - 8:00 pm
Thursday, February 2 ...................................................... 8:00 am - 12:00 pm

EXHIBITION DATES AND HOURS*
Thursday, February 2 ..................................................... 1:00 pm - 7:00 pm
Friday, February 3 ............................................................ 10:00 am - 6:30 pm
Saturday, February 4 ....................................................... 9:00 am - 3:30 pm

EXHIBIT DISMANTLE/MOVE-OUT HOURS*
Saturday, February 4 ....................................................... 3:30 pm - 10:00 pm

*Dates and times are subject to change.

CANCELLATION OF SPACE
Wednesday, November 30, 2016 – Full refund if booth space is canceled on or before this date. SCMR maintains a 50% cancellation penalty after this date.

Important Dates to Mark on Your Calendar

- Company description deadline: December 9, 2016
- Final Program advertising deadline: December 9, 2016
- Advance warehouse shipments begin: January 6, 2017
- Exhibitor registration and badge form due: January 13, 2017
- Bag insert and hotel door drop materials deadline: January 27, 2017
- Advance warehouse shipments end: January 27, 2017
SCMR Annual Scientific Sessions
February 2-4, 2017
Gaylord National Hotel & Convention Center
Prince George’s Exhibition Hall B
National Harbor, MD

SUBJECT TO FIRE MARSHAL APPROVAL
Shepard Exposition Services has made every effort to ensure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied, are made with respect to this floor plan. If the location of building columns, utilities or other architectural components of the facility is a sole responsibility of the exhibitor/show management to physically inspect the facility to verify all dimensions and locations.
Marketing & Support Opportunities

SCMR offers several marketing and support opportunities for the Scientific Sessions to meet your needs. Your company name will be visible at a wide range of activities, increasing your exposure to CMR decision makers, purchasers and influencers. SCMR acknowledges the importance of corporate partners and recognizes that without their generous support, the success of the Scientific Sessions would not be possible.

**LUNCH SYMPOSIA: $20,000***

These non-accredited one-hour programs, independently developed and directly supported by your company, are presented in an educational format designed to provide the attendees with insights into new developments and product offerings impacting CMR practice. This price includes the following benefits:

- One-hour access to host hotel room space for up to 200 attendees**
- Supply of standard audiovisual equipment in the room
- Onsite signage outside of the meeting room and one company generated sign or banner displayed in the registration area
- Inclusion in the final program book, meeting app and conference website
- Customized alert sent to all attendees via the meeting app
- One full conference registration

**PRODUCT THEATER: $10,000***

Partner with SCMR to get your message out to the marketplace. Product Theaters provide a non-accredited, 30 minute session held during show hours where you can interact with attendees to demonstrate products, conduct focus group, or show brief educational presentation. This price includes the following benefits:

- 30-minute access to host hotel room space for up to 125 attendees**
- Supply of standard audiovisual equipment in the room
- Inclusion in the final program book, meeting app and conference website
- One full conference registration

* Food and beverage, internet access and additional AV needs are not included and can be ordered separately by company if needed.

** SCMR does not guarantee headcount.
Marketing & Support Opportunities

CONFERENCE TOTE BAGS (EXCLUSIVE): $7,500
Your company name, along with the conference logo, will be imprinted on the conference tote bag distributed to all attendees at registration.

EXHIBITOR MARKETING PACKAGE: $7,000
Take advantage of our marketing package to bundle several highly effective opportunities into one. Package includes:

- One 10’ x 10’ inline booth
- Two full conference registrations
- Two exhibit hall only registrations
- One insert in attendee tote bag
- Half page ad in final program book
- One time use of pre- or post-meeting mailing list (no emails provided)

20TH ANNIVERSARY EVENT SUPPORT: Price varies based on opportunity
SCMR will be holding a special networking event to celebrate the 20th anniversary of the scientific sessions. Several customized branding opportunities exist for your company to help support this historic event. Please contact the SCMR staff to learn more.

CHARGING STATION: $6,000
Opportunity to brand one of the most popular hangout spots for meeting attendees. Supporting company can customize panels on the charging station and provide table-top materials throughout the duration of the meeting.

PHOTO BOOTH (EXCLUSIVE): $6,000
Located in the exhibit hall during the Opening and Welcome Receptions, the photo booth is a unique opportunity to network with attendees and increase brand awareness. Support of the booth includes your company logo on the booth backdrop and interaction with booth participants. Photos will be posted on SCMR social media outlets during the meeting.

LANYARDS (EXCLUSIVE): $5,500
Your one-color company name, along with the conference logo, is on the lanyard distributed to all attendees at registration and offers great exposure through the length of the meeting (SCMR to produce lanyards).
Marketing & Support Opportunities

**HOTEL KEY CARDS (EXCLUSIVE): $5,000**
A design of your choice is placed on the hotel keycard distributed to all guests staying at the host hotel. This offers you great exposure through the length of the attendee’s stay (SCMR to produce key cards with company approval).

**TRAVEL AWARD SUPPORT: $5,000**
SCMR’s Regional and Technologist program provides travel awards to selected fellows, trainees or early career and technologist members. Recipients are selected based on a rigorous and organized selection process. Support includes:

- Invitation to reception along with SCMR leadership and travel award recipients
- Acknowledgement on SCMR website and email blast associated with scholarship announcements

**COFFEE BREAKS: $3,000**
Coffee, hot tea, water and soda are provided for attendees at each of the designated break times. Support includes signage during the break and mention in the final program.

**SCMR/ISMRM PRECONFERENCE WORKSHOP: $2,500**
Each year SCMR partners with the International Society for Magnetic Resonance in Medicine (ISMRM) on a one-day interactive workshop prior to the Scientific Sessions. Over 300 attendees attend the workshop which brings together basic and clinical researchers to discuss a wide range of CMR techniques. Support includes:

- One tabletop outside of meeting room to network with attendees
- One seat drop delivered to workshop participants
- One free registration to attend the Workshop
- Support acknowledged on the meeting website, Program Book, and workshop signage
- Workshop attendee list, mailing information only
Marketing & Support Opportunities

EDUCATIONAL GRANTS
Educational grants help provide support necessary to provide a high quality, educational program. All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials are included. All support will be disclosed to participants. Please contact the SCMR staff to discuss how we can learn more about your company’s grant process.

AFFILIATE MEETING SPACE: $2,000
Reserve a room in the host hotel for two-hours to conduct a user-meeting or client event. Rooms are only available during non-program hours and will not be listed in the final program book or conference app. Includes standard AV package.

MEETING APP ADVERTISING
Multiple branding opportunities are available to advertise on the official meeting app utilized by all attendees.
- Landing Page: $4,000
- Banner Ad: $1,500

HOTEL ROOM DROP: $4,000
Opportunity to have one item placed in all attendee host hotel rooms.

CONFERENCE TOTE BAG INSERT: $1,000
Opportunity to insert one item into the conference bag given to all attendees at registration.

FINAL PROGRAM BOOK ADVERTISEMENTS
Place your ad in the Final Program for direct attendee exposure.
- Inside back cover: $2,000
- Full page: $1,500
- Half page: $750

Please contact SCMR to discuss any of the listed opportunities and customize a package that best meets your company's needs.
Industry Support Recognition

The SCMR support recognition program provides additional benefits and marketing opportunities at no cost to those companies whose total spend meets or exceeds the levels outlined below.

**PLATINUM LEVEL $50,000**

- Opportunity to provide three non-product related questions for the Interactive Audience Survey and summary of the results
- Private meeting with SCMR leadership
- Private room in host hotel exclusively available for your company to meet with attendees throughout the meeting
- Five SCMR annual memberships
- One-time blast email sent to all SCMR members (SCMR to circulate)
- One-time blast email sent to all conference attendees (SCMR to circulate)
- Recognition of Platinum Level at the conference with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgement in the Final Program
- Recognition of Platinum Level on the SCMR website (home page) including web link
- Complimentary one-time use of the pre-registration and the final attendee registration mailing lists
- Complimentary one-time use of the SCMR membership list

**GOLD LEVEL $25,000**

- Opportunity to provide two non-product related questions for the Interactive Audience Survey and summary of the results
- Private meeting with SCMR leadership
- Three SCMR annual memberships
- One-time blast email sent to all conference attendees (SCMR to circulate)
- Recognition of Gold Level at the conference with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgement in the Final Program
- Recognition of Gold Level on the SCMR website (home page) including web link
- Complimentary one-time use of the pre-registered and the final attendee registration mailing lists

**SILVER LEVEL $10,000**

- Opportunity to provide one non-product related question for the Interactive Audience Survey and summary of the results
- One SCMR annual membership
- Recognition of Silver Level at the conference with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgement in the Final Program
- Recognition of Silver Level on the SCMR website (home page) including web link
- Complimentary one-time use of the pre-registered and the final attendee registration mailing lists
VISION:
The Society for Cardiovascular Magnetic Resonance (SCMR) will be the leading international representative and advocate for all physicians, scientists, and technologists working in CMR to improve patient outcomes through excellence in education, training, standards, research and development.

MISSION:
• Be the premier international model and provider of CMR education, training, standards development, and accreditation.
• Maximize clinical effectiveness of CMR through coordinated comparative effectiveness research efforts resulting in evidence-based guidelines to enhance patient care and outcomes.
• Continually enhance the accuracy, efficiency, and effectiveness of CMR in cardiovascular healthcare through technological advances.
• Promote scientific exchange through organization of an annual international scientific conference, publication of the Journal of Cardiovascular Magnetic Resonance, and interactive internet-enabled tools including the SCMR website.
• Build an expanding global membership of physicians, scientists, technologists, and interested healthcare partners focused on clinical applications and research in CMR.
• Develop and advance close working alliances with related societies, industry partners, and governmental and regulatory agencies to more effectively integrate and elevate the use of CMR within cardiovascular healthcare.

CONTACT US:
To learn more or to become a supporter, exhibitor or advertiser, please contact Pete Pomilio, Chief Operating Officer at ppomilio@talley.com or (856) 423-7222 ext. 237.