59th Annual Meeting
Southwestern Chapter, SNMMI
March 7-9, 2014
Astor Crowne Plaza, New Orleans, LA

Exhibition & Sponsorship Prospectus

Southwestern Chapter, Society of Nuclear Medicine & Molecular Imaging (SNMMI)
Charles Metzger, Executive Director, 210 Westmoor Street, Fredericksburg, TX 78624-3439 / Ph: 830.370.6554 / Fax: 830.214.7005 / cmetzger@swcsnm.org

Above photo of a Bourbon Street block by Dana Ward.
Dear Exhibitor:

The Southwestern Chapter SNMMI invites you to exhibit at next year’s 59th Annual Meeting in New Orleans, LA, March 7-9, 2014 at the Astor Crowne Plaza.

New Orleans’ French Quarter is a great location for our meeting and we anticipate attendance to exceed 500 for these reasons:

- Strong Educational Program – We will continue to bring in high-quality, nationally-recognized speakers.
- Great Location – The Astor Crown Plaza is at the corner of Canal and Bourbon Streets, giving attendees access to an enormous variety of entertainment and dining options.
- Your Support – Corporate representatives have proven to be excellent promoters of our meetings, once they are convinced of the quality of the education and attendees.

Please begin planning to provide an educational grant to the Chapter. We need more than your promotional support. Your generous grant can prove critical for meeting success. For more information about the meeting, call Executive Director, Charlie Metzger at 830-370-6554 or email him at cmetzger@swcsnm.org.

Sincerely,

Peeyush Bhargava, PhD, MD and Dustin Hale, CNMT
59th Annual Meeting Co-Chairs

## Attendance Profiles

<table>
<thead>
<tr>
<th>City</th>
<th>Irving</th>
<th>Galveston</th>
<th>OK City*</th>
<th>Fort Worth</th>
<th>Houston</th>
<th>L. Rock</th>
<th>Ft.Worth</th>
<th>Albuquerque</th>
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<tbody>
<tr>
<td>Physician Total</td>
<td>84</td>
<td>73</td>
<td>68</td>
<td>81</td>
<td>106</td>
<td>59</td>
<td>93</td>
<td>64</td>
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<tr>
<td>Technologist Total</td>
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<td>340</td>
<td>256</td>
<td>430</td>
<td>492</td>
<td>366</td>
<td>473</td>
<td>343</td>
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<tr>
<td>Attendee Total</td>
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<td>413</td>
<td>324</td>
<td>511</td>
<td>598</td>
<td>425</td>
<td>566</td>
<td>407</td>
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<tr>
<td>Exhibit Personnel</td>
<td>83</td>
<td>87</td>
<td>69</td>
<td>70</td>
<td>98</td>
<td>87</td>
<td>121</td>
<td>103</td>
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</tbody>
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*Low numbers in Oklahoma City in 2011 were due to the national SNM meeting being held in San Antonio.

## List of Exhibitors at our 58th Annual Meeting

- **Advanced Mobility Specialty Vehicles**
  - Dilon Diagnostics
  - Eckert & Ziegler Isotope Products
- **AnazaoHealth Corporation**
- **Astellas Pharma US, Inc.**
- **Bayer HealthCare**
- **Bayer HealthCare Medical Information**
- **BC Technical, Inc.**
- **Biodex**
- **Bracco Diagnostics, Inc.**
- **Capintec, Inc.**
- **Cardinal Health**
- **Daxor Corporation**
- **Digirad**
- **Radiation Shielding, Inc.**
- **Siemens Healthcare**
- **Sirona Complete Care**
- **Southwestern Imaging Systems & Services**
- **Spectrum Dynamics**
- **The Gollman Group Inc.**
- **Thinking Systems Corporation**
- **Triad Isotopes**
- **Universal Medical Resources**
- **West Physics Consulting**
- **ISO-TEX Diagnostics, Inc.**
- **Lilly**
- **Marquis Medical LLC**
- **MEDX LLC**
- **Nuclear Imaging Services, LLC**
- **NuMed, Inc.**
- **NuTech, Inc.**
- **PETNET Solutions**
- **Pinestar Technology Inc.**
Exhibition Dates and Hours
Exhibit hours—subject to changes authorized by the Chapter are:
Friday, March 7: 7:00 AM – 7:00 PM
Saturday, March 8: 7:00 AM – 11:59 AM
In addition to the customary Friday evening reception, 45-minute beverage breaks and continental breakfasts in the Exhibit Hall, gift raffles will also be held to encourage exhibition attendance. Please indicate whether you will be participating in the raffle.

Exhibit Booth Specifications
Our preliminary concept of the exhibit hall calls for 10-foot wide by 7-foot deep booths. All booths will have 8-foot high back wall drape and 3-foot side rail drape. The Chapter will supply a 7-inch by 44-inch identification sign for each booth. Security guard service and aisle cleaning will also be provided without additional charge. The exhibit hall is carpeted. No furniture is included with the booth.

Preliminary Diagram of Exhibit Hall (Any modifications will likely be minor)

È IMPORTANT: NEW OPPORTUNITY FOR OUR CORPORATE COLLEAGUES! Á

Our Program Co-Chairs have requested and gained permission from our accredited provider to develop a one-hour session which we have currently named, "Advancing the Field: Perspectives from Our Corporate Partners." This is an opportunity for exhibitors to highlight advances in their product line that truly help advance the practice of nuclear medicine and molecular imaging. We anticipate approximately 10 five-minute talks from exhibitors. Because only about 25% of our corporate partners will be able to participate (time-constraints), we must honor those who provide corporate support (educational grants). If you are interested, please contact Charlie Metzger at 830.370.6554 or email cmetzger@swcsnm.org.
**Cost of Space**
Standard booth fees are $1,250. Premium booth fees are $1,500; premium fees apply to the following booths 3-5, 6-12 and 26. These prices include badges for three personnel who may also attend educational sessions, beverage breaks, exhibit hall reception, and items previously detailed under the heading entitled, “Exhibit Booth Specifications.”

**Booth Assignment**
The Chapter assigns booths by an unbiased Priority Point System. Points are awarded based on the following criteria:
- Six points for submitting application by first deadline (September 30, 2013)
- Two points for submitting application by second deadline (October 31, 2013)
- Two points for every year the company exhibited subsequent to our 2011 meeting
- Four points for every $1,000 in grant support received before January 10, 2014.

The Chapter will assign all exhibit space and reserves the right to change the location of exhibit space at any time in the best interest of the exhibition.

Should the exhibitor cancel after the notice of assignment is emailed, the Chapter may reassign the space and all rental paid by the exhibitor may be retained by the Chapter as liquidation charges.

**Installation and Dismantling**
The exhibit hall will be ready for set-up and installation at 12:00 Noon on Thursday, March 6, 2014. It is the responsibility of each exhibitor to have their booth erected. All work must be completed by 9:00 p.m. on Thursday for inspection.

Exhibitors may not dismantle nor do any packing before 11:59 a.m. on Saturday, March 8. An exhibitor who engages in early dismantling will incur six negative Priority Points to be applied against the next application.

All exhibit material must be removed from the exhibit hall by 4:00 p.m. on Saturday. The drayage and storage contractor for the meeting reserves the right to ship (freight collect) packages, cartons, crates, etc. left in the exhibit hall beyond the cutoff time, unless special contract arrangements are agreed upon by the exhibitor and the contractor.

**Exhibit Registration**
Admission to the Exhibit Hall for exhibitors and attendees is by badge only. It will be the responsibility of each exhibiting company to register personnel via online registration. An email will be sent directing you to the registration page.

**Official Decorator & Drayage Contractor**
GES Global Experience Services
National Service Center
1.800.475.2098

**Security and Liability**
Professional security guard service will be provided during non-exhibit hours. Each party involved in the exhibit: hotel, exhibitor, leasing association agrees to be responsible for their own negligence or that of their employees or agents. Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damages caused by theft and those perils normally covered by fire and extended coverage policy.

**Rules for Exhibition**
No booth or display material may exceed the height of 8 feet. All aisles must be kept clear to conform to fire regulations. There may be no spans over the aisles. Exhibits not conforming to these specifications or which in design, operation, or otherwise are objectionable in the opinion of the Chapter President will be prohibited. Canvassing in any part of the exhibit or meeting rooms by anyone representing or connected with a non-exhibiting firm is strictly forbidden. Canvassing or distributing advertising material by the exhibitor will not be permitted outside the exhibitor’s allotted space. No exhibition shall assign, sublet or share the whole or any part of the space allotted without the knowledge or consent of the Chapter President. The Chapter reserves the right to restrict exhibits, which for any reason become objectionable and also to prohibit or evict any exhibit that in the Chapter President’s opinion may detract from the general character of the exhibition. This reservation includes persons, or things, conduct, printed matter or anything of a character which may be objectionable for the exhibition as a whole. In the event of such restriction or eviction, the Chapter will, not be liable for any refunds of rentals or exhibit expense.
Application for Exhibit Space

Application for exhibit space at the 59th Annual Meeting of the Southwestern Chapter, SNMMI indicates the applicant’s willingness to abide by all accompanying exhibit terms and conditions and general regulations as well as additional rules and regulations as the Chapter deems necessary to the success of the exhibition, provided these latter do not materially alter the exhibitor’s contractual rights. All Exhibit Space will be allocated based on the Priority Point System described in the Additional Exhibition Details. If all choices of space have been allocated, the Chapter will assign what is considered best of remaining available space.

(Please Type or Print)

Firm Name

Contact (person to whom space assignment and invoice should be sent):

Name ________________________________ Title ________________________________

Mailing Address ________________________________

City ________________________________ State _______ Zip _______

Telephone ________________________________ Email ________________________________

We would prefer, if possible, that our company NOT be located near the following companies:

We would prefer, if possible, that our company BE located near the following companies:

We prefer the following locations:
1st Choice: Booth No. ______ 2nd Choice: Booth No. _______ 3rd Choice: Booth No. _______

Booth price is $ __________ Enclosed is our payment of $ __________

(Minimum payment of 50% required. Applications received without payment will be processed when payment is received)

Payment Information:
Deposits (Min. 50%) will be taken until January 15, 2014 or until booth assignments are made. Full payment is due by February 15, 2014. Please make checks payable to Southwestern Chapter, SNMMI and mail to Southwestern Chapter, SNMMI, 210 Westmoor Street, Fredericksburg, Texas 78624-3439. For credit card payments please fill in the details below and fax to (830-214-7005) or email to cmetzger@swcsnm.org. We do not accept AMEX or Discover.

Charge to my: ( ) MasterCard ( ) Visa

Credit Card Number: ________________________________

Expiration Date: _______/_______ Amount to charge: ________________________________

Name as it appears on card: ________________________________

Authorized Signature: ________________________________

Name of Firm (as you want it to show on 7” x 44” identification sign): ________________________________

Please indicate whether or not you will be providing a raffle gift.  Yes_____  No _____

Exhibit Description: Included in the cost of your space is a free write-up (limited to 50 words) of your products, equipment, or services. This information will be included in the Program Book that is distributed to all attendees. Please take the time to submit your description now by email to cmetzger@swcsnm.org.

Thank you for exhibiting with the Southwestern Chapter, SNMMI
Tax ID: #75-1189350
Educational Grants and Event Sponsorships

By providing an educational grant or event sponsorship, your company can gain added recognition at the Southwestern Chapter’s 59th Annual Meeting. Opportunities and the methods of recognition are listed below. Checks do not need to be returned with the application. The application can be submitted as a notice of intent. We will send an ACCME sponsor agreement form as soon as we receive your application.

Below is a list of grant levels and proposed benefits of support. However, if your company is interested in some alternative benefits, please let us know. We will be glad to work with you toward mutual satisfaction of our objectives.

____Platinum Level Educational Grant: Minimum $5,000 educational grant
  • Special signage or gobo lighting at either our Friday evening or Saturday evening reception
  • Two invitations to the Chapter President’s dinner (Friday night)
  • Complimentary full-page, black and white advertisement in the final program book
  • Emphasized company acknowledgment in the final program
  • Recognition on signage in the registration area
  • Hyperlinked corporate logo on presentations page of Chapter website

____Gold Level Educational Grant: Minimum $3,500 educational grant
  • Two invitations to the Chapter President’s dinner (Friday night)
  • Complimentary full-page, black and white advertisement in the final program book
  • Emphasized company acknowledgment in the final program
  • Recognition on signage in the registration area
  • Hyperlinked corporate logo on presentations page of Chapter website

____Silver Level Educational Grant: $2,000 educational grant *This level of support covers the cost of bringing an out-of-Chapter speaker to the meeting.
  • One invitation to the Chapter President’s dinner (Friday night)
  • Complimentary half-page, black & white advertisement in the final program book
  • Company acknowledgment in the final program book
  • Recognition on signage in the registration area
  • Hyperlinked corporate logo on presentations page of Chapter website

____Bronze Level Educational Grant: Minimum $500 educational grant
  • Company acknowledgment in the final program book and on sign in registration area

____Single Coffee Break Sponsorship: $1,000 for one break
  • Signs near beverage stations
  • Company acknowledgment in the final program and on sign in registration area

Name ___________________________________________ Title ____________________________

Firm Name ________________________________________________

Mailing Address ____________________________________________

City __________________________ State _______ Zip ____________

Telephone __________________________ Email __________________

Please make checks payable to Southwestern Chapter, SNMMI (Tax ID #75-1189350). Application should be signed and supplied to: Southwestern Chapter, SNMMI, 210 Westmoor Street, Fredericksburg, Texas 78624-3439. Alternatively, you may fax or scan and email your application (Fax: 830-214-7005; Email:cmetzger@swcsnm.org).