April 22-27, 2018

ARRS Washington DC

ARRS 2018 ANNUAL MEETING
EXHIBITOR & SPONSORSHIP PROSPECTUS

Marriott Wardman Park Hotel ★ Washington, DC

www.arrs.org/exhibit

Thank you for taking time to consider exhibiting with ARRS. We are the oldest radiology society in North America and we are proud of our impact in the radiology profession. Our mission is to improve health through a community committed to advancing knowledge and skills in radiology and you can play a part in this.

Consider exhibiting at the ARRS 2018 Meeting in the fabulous city of Washington, DC, in order to share how you can partner with ARRS members to offer products and services to impact their delivery of healthcare. Together we can elevate the quality of patient care.

I look forward to welcoming you to the ARRS 2018 Meeting in Washington, DC.

Signature,

Suresh K. Mukherji, MD, MBA

ARRS Corporate Relations Committee Chair
Chairman of the Department of Radiology
Michigan State University

ARRS MEETING REGISTRANTS INDICATE THE QUALITY OF THIS MEETING IS THE TOP REASON FOR THEIR PARTICIPATION. THIS IS THE GENERAL RADIOLOGY MEETING RADIOLOGISTS WANT TO ATTEND.

Washington, DC is the Place to Be

Historical and cultural monuments, memorials, and museums along with fine dining opportunities makes Washington, DC, a top destination. The springtime is a perfect time to enjoy the beauty of the city, listen to live music, go to a sporting event, or take in a show. DC offers it all and is the place to be.

April 22-27, 2018
ARRS Washington DC

Reach Your Target Audience

The ARRS Annual Meeting draws nearly 3,000 radiologists interested in the latest products and services in order to ensure they are delivering the highest quality of patient care.

Exhibitors at this event have an exclusive opportunity to promote and sell products and services to interested customers. They will also have the opportunity to connect with virtual registrants of the ARRS Annual Meeting.

ARRS DEMOGRAPHICS

98% of ARRS meeting registrants are ARRS members, so you will be reaching the most engaged and dedicated professionals. Attendees practice in hospitals, private practices or academic/research settings and represent all radiology subspecialties.

PRIMARY AREAS OF EXPERTISE OF ARRS MEMBERS

Body Imaging	45%
General Diagnostic Imaging	25%
Musculoskeletal Imaging	24%
Breast Imaging	23%
Neuroradiology	21%
Emergency Radiology	20%
Gastrointestinal Imaging	16%
Chest/Pulmonary Imaging	15%
Vascular/Interventional Radiology	12%
Genitourinary Imaging	10%
Head and Neck Imaging	8%
Pediatric Imaging	7%
Cardiac Imaging	7%
Nuclear Medicine/Molecular Imaging	6%

(Respondents selected top areas of expertise – 2017 *AJR* Survey)

IMAGING MODALITIES USED REGULARLY BY ARRS MEMBERS

CT	88%
MR Imaging	78%
Sonography	71%
Radiography	70%
Fluoroscopy	38%
PET	23%
Angiography/Interventional	15%

(2017 *AJR* Survey)

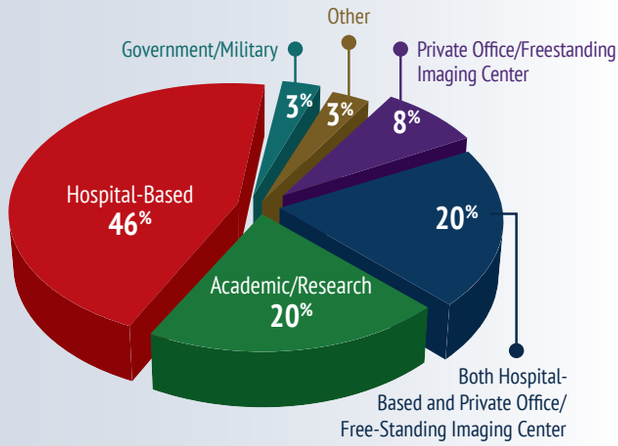
50% of ARRS members are involved in purchases at their practice and 43% select, recommend, and/or authorize purchases. (2017 *AJR* Survey)

Nearly **41%** of the practice budget is allocated for radiology purchases. (2017 *AJR* Survey)

20% of attendees are international, which exposes your products and services to the worldwide marketplace.

ARRS meeting registrants spend an average of **8** hours in the Connection Quad.

ARRS MEMBERS PLACE OF PRACTICE
(2017 *AJR* SURVEY)



Exclusive Opportunity to Exhibit at the ARRS Annual Meeting

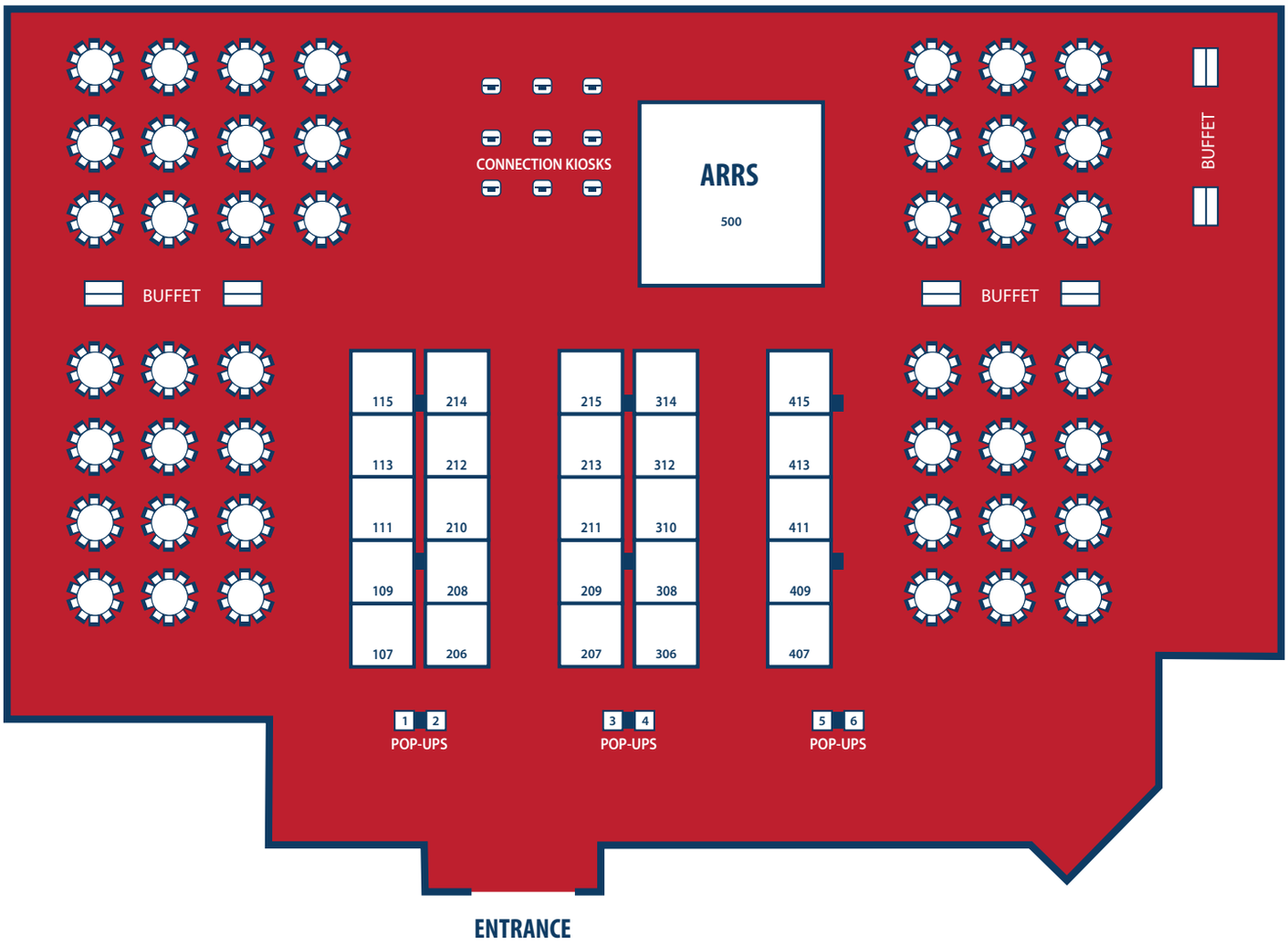
Join ARRS at its premier educational event. Your company's booth will be located in the Connection Quad so you may network with attendees who want to learn more about your products and services. The Connection Quad is the go to place for attendees to connect with exhibitors, colleagues, and leaders in the profession. Don't miss this opportunity to be part of an exclusive group of companies who know the ARRS Annual Meeting is the place to be for quality one-on-one interactions with top radiologists.

Proven Tactics in the Connection Quad to Drive Buyers to Your Booth

- Complimentary lunches
- Complimentary morning and afternoon breaks
- Complimentary Internet provided throughout the Connection Quad, which attendees use to claim meeting credits and access the popular "Case of the Day" and the ARRS electronic exhibits
- An atmosphere that fosters one-on-one interaction and networking
- Participation in the Discover Roentgen Challenge and exhibitor quest draws attendees to your booth.

CONNECTION QUAD

Exhibit Hall C



SAVE 15%

When You Purchase Your Booth by February 5, 2018

Exhibit Information

VARIOUS BOOTH TYPES ARE AVAILABLE IN THE ARRS CONNECTION QUAD TO SHOWCASE YOUR PRODUCTS AND SERVICES AND ENGAGE MEETING REGISTRANTS

New Offering

- **Pop-Up Booth: $1,500**
  Includes pop-up stand banner with graphics, one (1) 3' table, and one (1) chair.

Traditional Booths

- **10'x10' booth: $3,000**
- **10'x20' booth: $6,000**
- **10'x30' booth: $9,000**

Traditional booths include an 8' high back wall drape, 3' high draped sidewall dividers, and a company name sign.

All booth types receive:

- A 50 word company description in the meeting program book.
- A listing on the ARRS website (*www.arrs.org*), Annual Meeting mobile site, and Meeting App, which includes a link to the company's website.
- Exhibitor registration for company representatives for up to two (2) per Pop-up Booth or four (4) per 10'x10' Traditional Booth space purchased.
- Two (2) one-day guest passes to the Connection Quad (available upon request).
- One (1) attendee badge per 10' x 10' Traditional Booth (Pop-up Booth not eligible) to attend all educational sessions included in the general registration fee. Registration to the Categorical Courses are not included.
- 24-hour security.

Any organization whose proposed exhibit enhances the educational and scientific goals of the 2018 ARRS Annual Meeting is encouraged to apply for space to exhibit in the Connection Quad. ARRS reserves the right to refuse rental of exhibit space to any organization whose display of goods or services is not likely to be, in the opinion of ARRS, compatible with the general character and objectives of the exhibition.

View additional details at *www.arrs.org/exhibit* or contact ARRS at *exhibitspace@arrs.org*.

Important Dates for Exhibitors

FEBRUARY 2018

Early Savings Deadline: February 5
Booth costs will increase after this date.

MARCH 2018

Regular Deadline: March 9
Exhibitors received after this date will not be included in the Annual Meeting Program Book.

Booth Personnel Deadline: March 23
After this date, all registrations will be processed on-site in Washington, DC.

Booth Orders Discount Deadline: March 23
Discount deadline for ordering booth services, furniture, etc. Earlier discount deadlines may apply for some items and services. The exhibitor service kit will provide additional details.

APRIL 2018

Exhibitor Installation

SUNDAY, APRIL 22	8:00 AM—4:30 PM

Exhibit Dates & Hours

MONDAY, APRIL 23—WEDNESDAY, APRIL 25	9:15 AM—4:00 PM
THURSDAY, APRIL 26	9:15 AM—1:00 PM

Exhibit Hall Peak Hours

MORNING BREAK	9:30 AM—10:30 AM
LUNCH	12:15 PM—1:15 PM
AFTERNOON BREAK	3:00 PM—3:30 PM

Exhibitor Dismantle

THURSDAY, APRIL 26	1:00 PM—6:00 PM

Early dismantle of exhibits is a violation of exhibit policies.

Sponsorship and Marketing Opportunities

Use these opportunities to increase your visibility and maximize your return on investment.

Reach nearly 3,000 prominent radiology professionals
The 2018 Annual Meeting offers a number of opportunities to reach both in-person registrants in Washington, DC, and virtual registrants participating from around the world.

Meeting Preparation Email: $2,000
One week prior to the meeting, in-person and virtual registrants receive an email with important information to prepare for the meeting. 77% of registrants open this email, which makes this an excellent means to reach an engaged audience with your message. Banner advertisements (180 x 180) are available for $2,000.

On-Site Emails: $2,000
In-person registrants receive daily emails from ARRS with meeting updates and announcements. More than 50% of attendees open these daily emails, making this the ideal way to reach registrants participating in the meeting. Banner advertisements (180 x180) are available for $2,000.

Exhibitor Broadcast Emails: $5,000
Drive traffic from in-person registrants to your booth and make contact with interested sales leads from virtual participants with broadcast emails (sent by ARRS) with your customized text and graphics. Emails are $5,000 per email sent.

Host a Leadership Focus Group: $20,000
Meet with esteemed ARRS leaders in a small, group setting over lunch to discuss the emerging needs of radiology professionals and trends within the profession. This exclusive opportunity is available to one organization for $20,000.

"80% of our leads from the show led to new accounts."
Apriomed, Inc.

Symposium Luncheons—In Washington, DC and Online: $30,000
Host a one-hour Symposium Luncheon during the Annual Meeting to feature technology, educational content, and the speakers of your choice. ARRS will live stream the presentation to all virtual registrants and provide a boxed lunch for up to 200 registrants participating in Washington, DC. ARRS will provide the meeting space and a standard AV set for this session.

As the sponsor of a Symposium Luncheon, you will receive a one-time use list of postal addresses for preregistered Annual Meeting and Virtual Meeting registrants and one broadcast email (sent by ARRS) to market your event and organization. Sponsoring organizations will be recognized in the meeting preparation email, an on-site email, and in signage on the day of the event. One luncheon is available per day at $30,000 per event.

More Opportunities
Contact exhibitspace@arrs.org to discuss advertising opportunities in the Annual Meeting Program Book, Meeting App, and in the society flagship journal, the *AJR*.

Exhibit Space Application

Complete this application for exhibit space and return to: ARRS, 44211 Slatestone Court, Leesburg, VA 20176 or fax it to (703) 729-4839 or online at www.arrs.org/Exhibit.

Company

Pre-Show Contact Name Title

On-Site Contact Name Title

Address

City State/Provience Zip/Postal Code

Telephone Fax

Pre-Show Contact Email

On-Site Contact Email

Web Address

All meeting materials will be forwarded to the pre-show contact at the address listed above unless requested otherwise.

List desired booth space(s) in order of preference

1st _____ 2nd_____ 3rd_____ 4th _____

Assignment Priority: Floor Location or Competitor Proximity

Place Our Space Near

Do Not Place Our Space Near

Requested Booth Size Exhibit Space Rental Rate

Terms of Payment – Payment in full for booth rental must accompany this application. Applications cannot be processed or booths assigned without the required payment.

Cancellation Policy – To cancel your exhibit space application and receive a 50% refund, send ARRS a written notice of cancellation before March 9, 2018. There will be no refunds for cancellations received on or after March 9, 2018.

EXHIBITOR CONTRACTOR

Upon acceptance of your application, you will receive an online service kit link from Freeman (when available).

If you plan to use your own exhibit contractor, please indicate the company's name and contact information in the space below. An online exhibitor service kit will be emailed to them (when it becomes available).

Contact

Exhibitor Contractor

Phone Number Email

In accordance with the terms and conditions and the 2018 exhibitor rules and regulation in the prospectus (available online at www.arrs.org/exhibit) governing the ARRS commercial exhibition to be held at the Marriott Wardman Park Hotel, Washington, DC April 22–27, 2018, the undersigned accepts all terms and herby applies for exhibit space. Upon official acceptance, this document constitutes a contract.

Application for Space Submitted by

Signature of Official Representative Date

Mail or fax this application with your product information, appropriate FDA compliance documentation (if applicable), and full payment by March 9, 2018, to

ARRS: Meetings Dept
Attn: Stephanie Traylor
44211 Slatestone Ct
Leesburg, VA 20176

Phone: 1-703-729-3353
or 1-866-940-2777
Fax: 703-729-4839
straylor@arrs.org

Payment in U.S. Funds. Make check payable to ARRS.

❏ $1,500 for a Pop-up booth ❏ $3,000 for a 10'x10' booth ❏ $6,000 for a 10' x 20' booth ❏ $9,000 for a 10' x 30' booth

Please charge my:
❏ VISA ❏ MasterCard ❏ American Express

Credit Card # |_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|

Exp. Date |_|_| / |_|_|

Name on the Card

Signature

ARRS
Your Medical Imaging Society
44211 Slatestone Court
Leesburg, VA 20176-5109

www.arrs.org

April 22-27, 2018
ARRS Washington DC

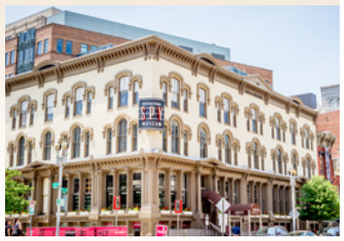
FUTURE MEETING DATES

ARRS 2019 Annual Meeting
May 5–10, 2019
Hawaii Convention Center
Honolulu, HI

ARRS 2020 Annual Meeting
May 3–8, 2020
Sheraton Grand Chicago
Chicago, IL

ARRS 2021 Annual Meeting
April 18–23, 2021
Marriott Marquis San Diego Marina
San Diego, CA

ARRS 2022 Annual Meeting
May 1–6, 2022
Hyatt Regency
New Orleans, LA

ARRS 2023 Annual Meeting
May 7-12, 2023
Marriott Wardman Park Hotel
Washington, DC

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