



April 2-5, 2009 • New York Marriott Marquis Hotel

2009 AIUM ANNUAL CONVENTION

EXHIBITOR PROSPECTUS



AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

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Dear Exhibitor:

The American Institute of Ultrasound in Medicine (AIUM), the association for medical ultrasound, invites you to exhibit at the 2009 AIUM Annual Convention in New York City. The event will be hosted in the heart of the Big Apple at the beautiful New York Marriott Marquis Hotel in Times Square, April 2-5, 2009.

If your market is medical ultrasound, you simply can't afford to miss the world's largest educational event dedicated exclusively to medical ultrasound. With a membership of more than 7,200 ultrasound professionals from all over the world, the AIUM attracts a large and diverse group of professionals to its Annual Convention. Many of these individuals act as purchasing decision makers for their practices and are interested in gaining a competitive and technological edge.

To this end, more than 97% of 2008 AIUM Annual Convention participants indicated that they visited the commercial exhibits. More than 88% said that the commercial exhibits helped them evaluate and/or plan a purchase of equipment or merchandise for the future. These results tell us that participants expect to see established and new companies in the AIUM Exhibit Hall. Don't let them down; be there to discuss new and existing products and services with them.

Educational programs and exhibits at the AIUM Annual Convention provide the latest research in medical ultrasound, enhance professional skills, introduce the newest advancements in ultrasound technology, and offer networking events. As an exhibitor at the AIUM Annual Convention, you will be privy to all the latest developments in the field of ultrasound, which will in turn help you offer the best technology and services to your target audience.

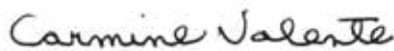
New York City draws our largest convention attendance. The demand for exhibit space and support has regularly sold out in recent years. Don't be left out of the biggest and best ultrasound event of 2009; submit your Exhibitor and Support Reservations today!

We hope you will join us for this outstanding ultrasound meeting and wonderful exhibiting opportunity. The AIUM welcomes your participation.

Sincerely,



Joshua Copel, MD
AIUM President



Carmine Valente, PhD, CAE
AIUM Chief Executive Officer

2008 EXHIBITORS AND COMMERCIAL SUPPORT

2008 AIUM EXHIBITORS

Aloka Ultrasound
American Registry for Diagnostic Medical Sonography (ARDMS)
AS Software, Inc
ATS Laboratories, Inc
Biosound Esaote, Inc
CIRS, Inc
CIVCO Medical Solutions
ContextVision AB
Cook Women's Health
DatCard Systems, Inc
Digisonics, Inc
Echoserve
Fetal Care Center of Cincinnati
Fetal Medicine Foundation USA
Gammex rmi
GE Healthcare
GeneCare Medical Genetics Center
Global Medical Imaging
Hitachi Medical Systems America, Inc
International Society of Ultrasound in Obstetrics and Gynecology (ISUOG)
Intersocietal Commission for the Accreditation of Vascular Laboratories (ICAVL)/
Intersocietal Commission for the Accreditation of Echocardiography Laboratories (ICAEL)
Kyoto Kagaku, Co, Ltd
Lenetix Medical Screening Laboratory, Inc
Lippincott Williams & Wilkins
Medical Positioning, Inc
Medipattern Corporation
Medisales, LLC
Medison America, Inc
Mindray Co, Ltd
Nihon Dempa Kogyo Co, Ltd
NTD Laboratories, a PerkinElmer Company
Parker Laboratories, Inc
Philips Medical Systems
Saunders/Mosby (Elsevier)
Scripps Health Recruitment
Siemens Medical Solutions, USA, Inc
Society for Maternal-Fetal Medicine (SMFM)
SonoSite, Inc
Sonultra Corporation
Sorna Corporation
Sound Ergonomics, LLC
Sound Technology, Inc
St John's Clinic, Inc
Summit Funding Group/Healthcare Finance
taberna pro medicum GmbH
Texas Children's Hospital
Toshiba America Medical Systems, Inc
Ultrasonix Medical Corporation
Zonare Medical Systems, Inc

IN APPRECIATION

The AIUM would like to thank our exhibitors and companies for their participation and support of our Annual Convention. The contributions of exhibitors and supporting companies are recognized by the AIUM's officers, members, and staff as being a vital part of the meeting, which helps complement and extend the educational program. The AIUM takes every possible measure to ensure that exhibitors follow the ethical standards and guidelines set forth by the AIUM. Please note that an exhibitor's support or participation in an AIUM meeting or event does not constitute an endorsement or recommendation of any kind.

2008 COMMERCIAL SUPPORT PROVIDED BY

Aloka Ultrasound	Parker Laboratories, Inc
ATS Laboratories, Inc	Philips Medical Systems
Blue Phantom Ultrasound Phantoms	R4, LLC
Biosound Esaote, Inc	Scripps Health Recruitment
CIVCO Medical Solutions	Siemens Medical Solutions, USA, Inc
Digisonics, Inc	SonoSite, Inc
Fetal Medicine Foundation USA	Sorna Corporation
Fetal & Women's Center of Arizona	Sound Technology, Inc
GE Healthcare	Spencer Technologies
Genetic Disease Screening Program/California Department of Public Health	taberna pro medicum GmbH
Hitachi Medical Systems America, Inc	Texas Children's Hospital
Medison America, Inc	Toshiba America Medical Systems, Inc
NTD Laboratories, a PerkinElmer Company	Ultrasonix Medical Corporation
	Zonare Medical Systems, Inc

ABOUT THE AIUM

The AIUM is a multidisciplinary association dedicated to advancing the safe and effective use of ultrasound in medicine through professional and public education, research, development of guidelines, and accreditation. With a membership of more than 7,200 physicians, sonographers, medical students, scientists, and manufacturers' representatives, the AIUM offers members accurate information and skill training to ensure the safety of all ultrasound patients.

More than **97%** of attendees visit the Exhibit Hall.

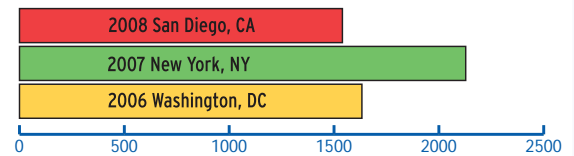
88% indicated that they authorize or specify their practice's ultrasound equipment purchases.

Our members are looking for you!

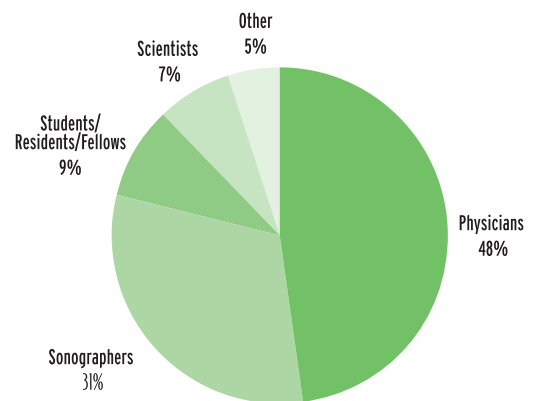
TOP REQUESTED PRODUCTS AND SERVICES

- Accreditation/certification/training classes
- Educational materials
- Equipment leasing/acquisition
- Equipment testing/parts/repair services
- Financing services
- Information technology solutions
- Interventional devices
- Mobile medical services
- New technology
- Original equipment manufacturer products
- Phantoms/quality assurance
- Pharmaceuticals
- Picture archiving and communications systems
- Refurbished/remanufactured equipment
- Scanners
- Staffing/recruitment services
- Supplies/accessories
- Teleradiology solutions/services
- Travel/vacation destinations
- Ultrasound imaging systems

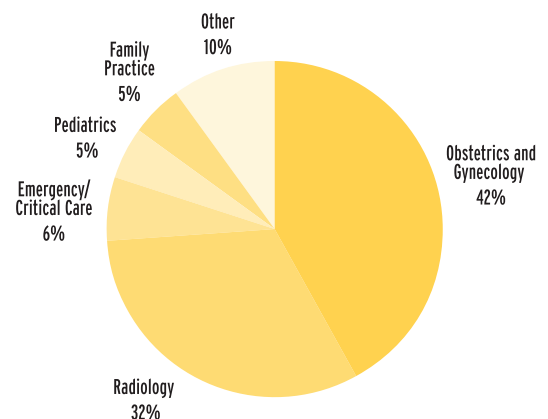
Three-Year Attendance History



Attendance by Profession



Specialty Areas



At the AIUM Annual Convention, ultrasound professionals gather each year for the opportunity to learn the latest research in medical ultrasound, network with colleagues, enhance their professional skills, and view the newest advancements in ultrasound technology, products, and services. As an exhibitor, you will have an opportunity to network and provide face-to-face presentations to ultrasound professionals with buying power.

TRAFFIC-GENERATING FEATURES

A NUMBER OF FEATURES DESIGNED TO INCREASE TRAFFIC FLOW HAVE BEEN PLACED IN THE EXHIBIT AREA.

NONCOMPETING HOURS

Unopposed Exhibit Hall hours each day!

Friday, April 3	11:30 AM–1:00 PM <i>Exhibit Hall Grand Opening</i>
Saturday, April 4	9:30 AM–10:30 AM 3:30 PM–4:30 PM
Sunday, April 5	10:15 AM–11:15 AM

GUEST PASSES

Exhibitors will receive unlimited complimentary Exhibit Hall guest passes for customers, potential clients, and guests.

CYBER CAFÉ

Wireless Internet access will be available throughout the Exhibit Hall. The Cyber Café will have tables and seating to comfortably read and respond to e-mail and attend to business needs. Additional seating and tables will be available throughout the hall.

REFRESHMENT BREAKS

Refreshment breaks in the Exhibit Hall will be provided throughout the day to give attendees a chance to relax and mingle with vendors.

EXHIBIT HALL GRAND OPENING

New for 2009, the AIUM will kick-start the convention on the first day by hosting an Exhibit Hall Grand Opening immediately after the Plenary Session.

The Exhibit Hall Grand Opening will include a catered lunch to bring together attendees and exhibitors for networking in a casual yet festive atmosphere. These back-to-back spectacular events take place at a new time this year and are guaranteed to inspire and increase exhibit traffic.

Friday, April 3	11:30 AM–1:00 PM
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AD DISCOUNTS

Draw attention and interest early with advertising in the *Preliminary Program*, *Final Program*, and *Journal of Ultrasound in Medicine (JUM)*. *JUM* discounts are available for the February, March, and April 2009 issues.

ONLINE BLOG

An online blog will provide real-time media coverage and pictures of sessions, exhibitors, and special events.

HOSPITALITY EVENTS

Exhibitors have the opportunity to host events during noncompeting convention hours. Friday, April 3, after 5:30 PM is designated unopposed time for private events.



Demand for exhibit space and support has regularly sold out.

EXHIBITOR BENEFITS

- Demonstrates your company's dedication to the ultrasound industry and gains access to targeted professionals who act as purchasing decision makers
- Increases your company's brand awareness
- Creates consumer preferences and brand loyalty
- Reinforces company positioning in the minds of ultrasound professionals
- Gains recognition as a "key player" in the ultrasound industry
- Supports current and long-term sales promotions, campaigns, and objectives
- Sets your company apart from your competitors

EXHIBIT ADVISORY COUNCIL

The Exhibit Advisory Council was established with the goal of providing a forum for open communication between the AIUM and its exhibitors with regard to exhibit policies, procedures, decisions, promotion of the exhibition, and ideas for attracting attendees. An Exhibit Advisory Council meeting will be held on the morning of the last day of the convention. All exhibitors are encouraged to participate.

We would like to recognize council Chair Lisa Richard and Vice Chair Lynda Hammond and thank them for their participation.

DATES, RATES, AND SPACE

CONVENTION DATES

Preconvention Program: April 2, 2009

Convention: April 3–5, 2009

Location: New York Marriott Marquis Hotel
1535 Broadway, New York, NY 10036

Phone: 212-398-1900

Exhibit Hall Location: Westside Ballroom, Fifth Floor

SCHEDULE

Exhibit Registration Hours

Thursday, April 2, 2009	7:00 AM–5:00 PM
Friday, April 3, 2009	8:00 AM–4:30 PM
Saturday, April 4, 2009	8:00 AM–4:30 PM
Sunday, April 5, 2009	8:00 AM–4:30 PM

Exhibit Move-In

Thursday, April 2, 2009	8:00 AM–5:00 PM
Friday, April 3, 2009	8:00 AM–11:00 AM

Exhibit Hall Hours

Friday, April 3, 2009	11:30 AM–4:30 PM
<i>Exhibit Hall Grand Opening</i>	11:30 AM–1:00 PM
Saturday, April 4, 2009	9:30 AM–4:30 PM
<i>Lunch in Exhibit Hall</i>	12:15 PM–1:15 PM
Sunday, April 5, 2009	9:30 AM–1:30 PM
<i>Lunch in Exhibit Hall</i>	12:30 PM–1:30 PM

Exhibit Move-Out

Sunday, April 5, 2009	2:00 PM–5:00 PM
Monday, April 6, 2009	8:00 AM–1:00 PM

• All hours and events are preliminary and are subject to change.

EXHIBIT SPACE RATES

Standard in-line booth (10' × 10'): \$2,800

Corner positions: \$2,950

Island: Standard in-line booth and corner position rates apply for each 10' × 10' area.

Institutes, nonprofit organizations [US Tax Code 501 (c) (6) or (c) (3)], recruiting hospitals, and recruitment service providers will be assigned space in booths 86–95 at the discounted rate of \$2,650 standard and \$2,800 corner.

EXHIBIT SPACE INCLUDES

Standard in-line exhibits have a height limit of 8', and island displays have a height limit of 12'.

- In-line exhibits: draped 8' back wall and 3' side rails
- One 7' × 44' booth sign with company name and booth number
- Ballroom carpeting
- Wireless Internet access in the entire Exhibit Hall
- One copy of the 2009 AIUM Annual Convention *Final Program* and *Official Proceedings* per 10' × 10' space
- One official convention tote bag per 10' × 10' space

PASSES

- Unlimited exhibitor and complimentary Exhibit Hall guest passes for your customers, potential clients, and guests (\$100 value per pass)

SCIENTIFIC PROGRAM REGISTRATION

- One complimentary exhibitor Scientific Program registration per 10' × 10' space purchased (\$800 value)

ADVERTISING*

- *Journal of Ultrasound in Medicine (JUM)* advertising discounts (February, March, and April 2009)
- Complimentary 1-year listing in the AIUM online Buyers Guide
- Buyers Guide listing published in the *Final Program* provided to all attendees
- Choice of preconvention or postconvention registered attendee mailing list (exclusive exhibitor benefit)
- Acknowledgment in the *JUM*, *Sound Waves* newsletter, *Preliminary Program*, and *Final Program* and on the AIUM website
- Support and advertising opportunities

Note: Exhibitor packets, programs, and tote bags will be released to the official exhibitor key contact.

*Deadlines apply.

DATES, RATES, AND SPACE

PAYMENT

The AIUM will accept company checks and credit cards (MasterCard, Visa, and American Express) for payment. All payments must be in US funds made payable to American Institute of Ultrasound in Medicine and sent to:

American Institute of Ultrasound in Medicine
2009 Annual Convention Exhibits
14750 Sweitzer Ln, Suite 100
Laurel, MD 20707-5906 USA

Payment in full is due on submission of the Exhibit Space Application. Applications submitted without full payment will not be added to the processing queue until payment is received. Receipt of the Exhibit Space Application and payment do not guarantee assignment of the exhibit space requested. The AIUM reserves the right to reject an application for exhibit space.

APPLICATION AND BOOTH ASSIGNMENT

Space assignments are based on Priority Points first and then become open on a first-come, first-served basis according to the date and time the exhibit application is received. Applications must be accompanied by 100% payment (US funds) of the booth rental fee. Applications submitted without full payment will not be added to the processing queue until payment is received.

Deadline: To use Priority Points, exhibit applications must be received by October 3, 2008. Applications received after that date will be assigned on a first-come, first-served basis. Booth assignments will begin at the close of this deadline.

Exhibitor Services Manual: An *Exhibitor Services Manual (ESM)* will be mailed and made available approximately 45 to 60 days before the show dates and will also be accessible through www.MyFreemanOnline.com.

QUESTIONS?

Booth sales: Brenda Kinney, bkinney@aium.org

Advertising/support: Michele Lewis,
mlewis@aium.org

General conference attendance and registration:
Danielle Delanko, ddelanko@aium.org

Press/public relations: Jennifer Hilderbrand,
jhilderbrand@aium.org

Phone: 800-638-5352 or 301-498-4100

Fax: 301-498-4450

EXHIBITOR KEY CONTACT AND PASSES

All exhibitors, guests, and models are required to check in at the Exhibitor Registration Desk. Proof of identification will be required. Pass registration forms will be provided with the exhibit confirmation.

Key Contact: Please designate 1 person from your organization who will be present at the event to be the key contact for your exhibit. (Space is provided on the Exhibit Space Application). The exhibitor key contact will receive all communications regarding the event. On check-in at the Exhibitor Registration Desk, the exhibitor packet, programs, and tote bags will only be released to the exhibitor key contact. Exhibit personnel and guests must pick up their own badges. Only the exhibitor key contact may add personnel or guests to the list during the event.

Exhibit Personnel: All exhibit personnel must be registered in advance and submitted to the AIUM using the Exhibitor Badge and Scientific Program Registration Form. Exhibit personnel and guests must pick up their own badges. Proof of company identification will be required.

Guest Passes: The exhibitor will be provided with an Exhibitor Guest Registration Form used to invite unlimited guests and clients to the Exhibit Hall. The guest may complete and submit the form with proof of identification (eg, business card) to the AIUM in advance or bring it to the convention. Guests submitting their forms in advance will have their registration badges already prepared when they arrive. Guests will be required to pick up their badges at the Exhibitor Registration Desk, and proof of identification will be required.

Models: Models must sign in at the Exhibitor Registration Desk and specify the company name they will be modeling for. Models will be required to complete a liability waiver provided by the AIUM.

Scientific Program: One Scientific Program registration is provided per 10' x 10' space purchased. Indicate the attendee(s) on the Exhibitor Badge and Scientific Program Registration Form. The pass and registration material will be available for pickup at the Attendee Registration Desk.

AIUM PRIORITY POINT SYSTEM

In the Corporate Recognition Program, companies earn 1 priority point for every \$1,000 spent with the AIUM on advertising or support in a calendar year. Points accumulated in 2008 will apply to exhibit space assignment in 2009. See "Application and Booth Assignment" for deadlines.

The AIUM Corporate Recognition Program also provides additional benefits such as free Buyers Guide listings and mailing list discounts. For full details, visit www.aium.org/advertising/corpRec/corpSupporters.asp.

HOTEL ACCOMMODATIONS

NEW YORK MARRIOTT MARQUIS HOTEL
1535 BROADWAY, NEW YORK, NY 10036
212-398-1900

The AIUM has secured a block of rooms at the New York Marriott Marquis Hotel. Single room rate: \$270; double room rate: \$295. This rate is available until March 11, 2009. Rooms are on a first-come, first-served basis and normally sell out. Exhibitors are advised to book rooms early.

The Exhibit Space Application must be submitted and space assigned before reservations can be made. A hotel discount access code to obtain these rates will be provided with exhibit confirmations.

HOSPITALITY ROOMS

Hospitality rooms at the hotel are available on a limited basis for companies and organizations participating in the exhibition or by management preapproval. Exhibitors who would like to request hospitality rooms may do so when making requests for sleeping rooms. All costs associated with hospitality rooms are the responsibility of the exhibitor. Hospitality rooms and private parties are not permitted during regularly scheduled hours of meetings, exhibits, and other AIUM functions. Friday, April 3, after 5:30 PM is designated unopposed time for private events. All functions must be preapproved by the AIUM.

SUPPORT

Support opportunities provide great benefit for convention exhibitors. The 2009 AIUM support menu includes opportunities to support tote bags, lanyards, refreshment breaks, static cling banners, special events, and other promotions. See pages 17–19 for new items available this year.

Everything on the menu is designed to maximize your presence at the show. Support is offered on a first right of refusal and then opened to a first-come, first-served basis. It is important that you act quickly to take advantage of pre-convention benefits. These opportunities sell out fast.



OFFICIAL CONTRACTOR

Freeman is the designated general contractor for the 2009 AIUM Annual Convention. Contact Freeman for booth installation, dismantling, and drayage handling. Forms for ordering furniture, carpeting, display units, electrical supplies, and labor will be included in the *ESM*. The *ESM* will be mailed and made available approximately 45–60 days before the convention dates and will also be accessible through Freeman Online.

Freeman: Mr Chris Speckels
chris.speckels@freemanco.com
Phone: 214-634-1463; fax: 214-634-2221
www.MyFreemanOnline.com

FURNISHINGS

All furniture, accessories, electrical requirements, special carpeting/padding, and cleaning for the exhibit space are the responsibility of the exhibitor and may be ordered in advance from Freeman on the forms provided in the *ESM*.

ESTIMATED LABOR RATES

Straight time: \$135.30 per hour
Overtime: \$202.95 per hour
Double time: \$270.06 per hour
(1 hour minimum per person)

ESTIMATED DRAYAGE RATES

Crates/skidded, warehouse:	\$134.75
Crates/skidded, show site:	\$146.75
Special handling, warehouse:	\$175.25
Special handling, show site:	\$190.75
Uncrated/pad wrapped, show site: (all minimum 200 lb)	\$220.00

OVERTIME

Crated/skidded: \$36.75
Special handling: \$47.75
Uncrated/pad wrapped: \$55.00

CANCELLATIONS

The AIUM will refund all fees received from the exhibitor, minus a service charge of \$500, for any cancellation request received in writing by January 2, 2009. No refunds will be made after this date, and applicants are responsible for the full payment of the exhibit space.

EXHIBITOR MOVE-IN/OUT

MOVE-IN/OUT

Installation and dismantling of exhibits must be conducted during the time allocated by management. All exhibit material must be unpacked by 11:00 AM on Friday, April 3, to permit the removal of empty crates and cartons from the exhibit area. Management reserves the right to make arrangements for any exhibit not unpacked by the designated time and bill the exhibitor for charges incurred.

No packing of equipment, literature, etc or dismantling of exhibits will be permitted until the official closing time.

EXHIBIT MOVE-IN

Thursday, April 2, 2009	8:00 AM–5:00 PM
Friday, April 3, 2009	8:00 AM–11:00 AM

EXHIBIT MOVE-OUT

Sunday, April 5, 2009	2:00 PM–5:00 PM
Monday, April 6, 2009	8:00 AM–1:00 PM

All hours and events are preliminary and are subject to change.

DRAYAGE/SHIPPING INSTRUCTIONS

Materials shipped in advance should be sent directly to the official contractor and addressed exactly as shown in the *ESM*. You will receive the *ESM* 45–60 days before the convention dates.

Do not ship exhibit material directly to the New York Marriott Marquis Hotel. They will assume no responsibility for your shipment if it is lost, damaged, or stolen.

MATERIAL HANDLING

Exhibitor employees will be allowed to hand carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks, and other mechanical equipment, however, is not permitted. Freeman will control access to the loading docks to provide a safe and orderly move-in/out. Unloading or reloading at the dock from any and all contracted carriers will be handled by Freeman.

DISPLAY LABOR/SAFETY

Employees of the exhibiting company may set up their own exhibit without assistance from the local IATSE union. Proof of the employee status of any personnel working in your booth may be requested by the union steward. However, the union must render any labor services that may be required beyond what your employees can provide. Standing on chairs, tables, or other rental furniture is prohibited. The Freeman Companies cannot be responsible for injuries or falls caused by improper use of this furniture.

Labor can be ordered in advance by returning the forms provided in the *ESM* or on the show site at the Freeman Decorating Service Center.

EXHIBITOR-DESIGNATED CONTRACTOR

All exhibitors using an exhibitor-designated contractor (EDC) must submit to the AIUM, in writing, the name of the contracted company, the address, a contact person, and a business telephone number. Submit to Brenda Kinney, bkinney@aium.org, by February 1, 2009. Letters received after this date will not be approved, and EDCs will not be allowed to provide their services.

All EDCs must submit to the AIUM a letter indicating the exhibiting company name and an original certificate of insurance that provides for not less than \$1,000,000 of general liability insurance, including property damage and workers' compensation. This certificate must name the AIUM as the certificate holder or as additional insured and must be valid over the dates of the exhibition, including installation and dismantlement. Submit to Brenda Kinney, bkinney@aium.org, by February 1, 2009.

The exhibitor agrees that management may prohibit the EDC from working in the facility if it does not fully comply with all rules and regulations set forth for the event. It is the exhibitor's responsibility to advise its EDC of all rules and regulations.

CRATE STORAGE

The exhibitor is responsible for seeing that all of its storage materials are delivered to the drayage company and removed from the Exhibit Hall on schedule. These materials should be nested as much as possible. "Empty" stickers, provided at the Exhibitor Services Desk, must be placed on all containers to be stored and returned at the close of the exhibition. Management may make arrangements for items not removed by the scheduled time and may bill the exhibitor for charges incurred.

TIPPING

The Freeman Companies request that exhibitors do not tip their employees. Any request for such should be brought to the attention of a Freeman representative at the Freeman Decorating Service Center.

UNION JURISDICTION

Craftsmen at all levels are instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor. All questions arising with regard to the union's jurisdiction or practices must be directed to a Freeman management representative.

CEILINGS/WALLS

Any items to be hung from the ceiling must be described in full and submitted to Freeman for review and approval. Nothing may be placed or leaned against any wall in the exhibit area. All crates, exhibit panels, and pallets must be kept away from the walls at all times.

DAMAGE TO FACILITY

Exhibitors must surrender space in the same condition it was at the commencement of occupation. Exhibitors shall not injure or deface the walls, columns, floors, or furnishings of the exhibit facility. Should damage occur, the exhibitor will be liable.

LIABILITY

The AIUM and the New York Marriott Marquis Hotel will not be responsible for loss or damage to displays while being brought into or out of the hotel or while on the premises of the hotel. In all cases, exhibitors will assume responsibility for damage to property and accidents and injuries to exhibitors, employees, contractors, and meeting participants. Exhibitors will hold harmless the AIUM and the exhibit facility for all liability.

RULES AND REGULATIONS

A. GENERAL

1. DEFINITIONS

Used herein, “management” shall mean the AIUM, its agents, and employees acting for the management of the exhibit of the facility. “Exhibitor” shall mean any company contracted to exhibit, its agents, and employees acting for the company.

2. INTERPRETATION

Management shall have full authority in interpreting and enforcing all rules set forth herein.

3. ELIGIBILITY

The AIUM retains sole authority to determine the eligibility of any company, product, or organization to exhibit. The AIUM may refuse exhibit space to a potential exhibitor for any reason.

4. EXHIBIT HALL

Dimensions and locations shown on the official floor plan are believed but not warranted to be accurate. Management reserves the right to make modifications. All exhibits must be assigned by the AIUM.

B. EXHIBIT HALL

All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their products in the most effective manner to the audience.

1. BOOTH HEIGHT

Linear Booths: Booth height, including signs, banners, and displays, shall not exceed a back wall height of 8’ and side walls of 3’. Exhibits cannot include or overflow into an aisle or adjoining booth.

Islands: Booth height, including signs, banners, and displays, shall not exceed 12’. Exhibits cannot include or overflow into an aisle or adjoining booth.

2. LINE OF SIGHT

Standard in-line booths must not block the line of sight of neighboring booths. Exhibits must be kept inside their allotted space. All display fixtures over 4’ in height and placed within 10 lineal feet of an adjoining booth must be confined to the back half of the booth, which is at least 5’ from the aisle.

Exhibitors wishing to use nonstandard booth equipment, special signs, or materials conflicting with the construction regulations must submit 2 copies of a detailed sketch of the proposed layout to the AIUM at least 60 days before the convention. Written approval from management must be received before construction is ordered and/or booth installation begins. Submit to Brenda Kinney at bkinney@aium.org.

3. APPEARANCE

Any part of an exhibit that does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor’s expense. Management has the right to have such finishing done and billed to the exhibitor.

4. SUBLETTING

Booth space may only be occupied by the assigned exhibitor. An exhibitor shall not sublet, assign, or share any part of the exhibit space. Persons, firms, or organizations not having contracted with management for exhibit space may not display or demonstrate any products, processes, or services, solicit orders, or distribute surveys or advertising materials at the event or exhibit facility at any time.

5. FAILURE TO OCCUPY SPACE

Any space not occupied by the close of the exhibit installation period will be forfeited by the exhibitor, and no refunds will be provided. The space may be resold, reassigned, or used in any way management designates. Any materials on hand will be removed, and the exhibitor will be billed for charges incurred.

6. EXHIBITOR CONDUCT

Exhibitors are expected to conduct themselves in a professional manner. The use of deceptive and/or unethical methods to obtain information and/or gain an advantage over a competitor is considered a violation of the Code of Conduct.

Exhibitors may not:

- Engage in sales activities while in any room where an educational activity takes place.
- Display or advertise products or services of any kind other than those manufactured or sold by them in the regular course of business.
- Place business cards over official AIUM badges or alter the badges in any way.

Representatives of exhibiting companies are to remain in their assigned booth space when working, eg, demonstrating products and passing out literature. In no case will the use of the aisles or thoroughfares for this purpose be permitted.

7. SIGNS/ADVERTISING PIECES

Exhibits, signs, and displays are prohibited in any part of the public space or elsewhere on the premises of the meeting facility, guest rooms, and hallways of the hotel unless approved by management and the hotel. Promotional materials and events presented to prospective AIUM convention attendees before or after the convention must be approved by the management. Distribution of advertising pieces and other items anywhere outside the designated exhibit booth, such as in public areas, in hotel corridors, under room doors, and in mail boxes of hotel guests, is prohibited. Support opportunities are available to expand your presence and dissemination of products and services to attendees.

8. PRODUCTS/SAMPLES/GIVEAWAYS

Exhibitors are permitted to demonstrate their products, equipment, or services, to make presentations, and to distribute printed literature and samples directly related to those products or services. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them in the regular course of their business. Promotional giveaways must be approved by management no later than February 19, 2009. Submit to Brenda Kinney at bkinney@aium.org.

Distribution of bags is permitted provided that the bags are no larger than 14” x 14” with no graphics, logos, or print of any kind.

9. LIVE SCANNING/MODELS

Companies participating in live scanning for educational purposes must complete and return the Live Scanning Participation Form provided with the exhibit confirmation. The use of professional models (male only) is permitted. Models must be properly attired when on breaks. All companies participating in live scanning at the convention are required to prescan all models with a physician present. Models must sign in at the Exhibitor Registration Desk and specify the company they will be modeling for. Models will be required to complete an AIUM Model Consent Form.

RULES AND REGULATIONS

10. FIRE REGULATIONS

- Booths are subject to inspection by the fire marshal.
- All exhibitors must comply with the local, state, and federal fire regulations.
- All exhibits, decorating materials, furniture, signs, and equipment must meet local, city, and state fire and public safety regulations.
- No empty crates or boxes may be stored in the exhibit area, under draped tables, or behind pipes and drapes.
- No flammable fluids, combustibles, hazardous materials, caustic chemicals, or cooking devices are allowed in the Exhibit Hall.
- Propane tanks may not be exhibited unless they are empty and certified as never having held propane gas.
- Neon tubing devices may only be used if strict protection criteria are followed.
- Consult the convention service manager for more information.

11. SMOKING

The New York Marriott Marquis Hotel is a 100% smoke-free environment.

12. NOISE/LIGHTING

At no time shall music, videos, or sound systems be played at a level that interferes with a neighboring exhibitor's activities. The exhibitor must provide adequate standing room for customers in the booth. Management reserves the right to determine what is appropriate regarding volume. Any attention-arousing devices, such as noise-makers, flashing lights, movies, music, television broadcasts, and drawings, are subject to management approval. Floodlights or other lights may not be installed in such a way that the glare is distracting to visitors or other exhibitors.

13. PHOTOGRAPHY/VIDEO

The AIUM does not allow any photography or videotaping during the AIUM Annual Convention and Preconvention Program except by management and its designated agents. The AIUM reserves the right to photograph or videotape any exhibit or attendee for use in promotional material or any other AIUM publication. The AIUM

may videotape several educational courses for inclusion in the AIUM's educational video program library.

14. ANIMALS

The use of animals in the Exhibit Hall, except service animals, is not allowed.

15. FOOD AND BEVERAGES

Distribution of food and beverages in the exhibitor's booth for hospitality is permitted but must be preapproved by management. Submit your menu in writing to Brenda Kinney, bkinney@aium.org, no later than March 1, 2009. All food and beverage arrangements must be made through the New York Marriott Marquis Hotel. Alcoholic beverages are not permitted.

16. CHILDREN

Due to the nature of the educational sessions, we do not encourage children to be present. Children may walk through the Exhibit Hall during show hours. Children must be accompanied and supervised at all times by a registered attendee, who is responsible for any damage caused by the children. Strollers are not permitted in the Exhibit Hall at any time. No children younger than 18 years shall be allowed in the Exhibit Hall during exhibit setup and teardown.

17. PARKING

Parking is available at the New York Marriott Marquis Hotel for a fee. The AIUM does not validate parking.

18. SECURITY

All exhibitors and their employees, agents, equipment, and products used or displayed are present and act at the exhibitors' own risk. The AIUM assumes no responsibility for any theft, damage, or loss of any kind for any exhibitor, exhibit, equipment, products, officers, agents, and employees. Do not place or leave products or any other items of value in your exhibit unless there is a company representative in attendance. The AIUM will strive to protect exhibitors and their equipment by providing security guards for general floor supervision and checking visitor badges.

19. CONFLICTS

In the event of conflicts regarding space requests or conditions beyond our control, management reserves the right to rearrange

the floor plan. Also, management may, with prior notice to exhibitors, relocate any exhibit.

20. PROGRAM CONFLICTS

Exhibitors agree not to sponsor group functions such as tours, film showings, speeches, and other activities during exhibit hours or at a time that would conflict with any official program event.

21. ENFORCEMENT

Management reserves the right to close or refuse to accept any exhibit application that does not conform to the general character of the show or in which an exhibitor fails to comply with the rules set forth herein. The AIUM may also close an exhibit any time for non-compliance of construction regulations or as deemed necessary for the safety or comfort of its guests. Management may also refuse admittance to or eject objectionable persons.

All matters and questions not covered by these policies are subject to decisions of management. The policies may be amended at any time by the AIUM, and all amendments shall be equally binding on all parties affected. If changes are made, management will provide written notice to affected parties.

22. CANCELLATION OR POSTPONEMENT OF THE EVENT

In the event that the AIUM cancels or postpones the event due to circumstances beyond the control of the AIUM, whether such occurrence is an act of God, terrorism, war, rioting, civil commotion, or an act or conduct of any third party, the obligation of the parties under the applicable agreements shall automatically be terminated, and exhibit fees shall be refunded to exhibitors minus a pro-rated share of expenses actually incurred by the AIUM in connection with the event.

IMPORTANT DATES TO REMEMBER

2008

September

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

December

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

2009

January

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

ADVERTISING DEADLINES

September 2, 2008	Insertion order deadline for <i>Preliminary Program</i>
September 8, 2008	Material for <i>Preliminary Program</i> due
December 29, 2008	Exhibitor information for the Buyers Guide deadline
January 7, 2009	Insertion order deadline for <i>Final Program</i>
January 9, 2009	Material for <i>Final Program</i> due

IMPORTANT DATES TO REMEMBER

October 2008

October 3, 2008	Exhibit application deadline to use priority points Space assignment begins
October 15, 2008	2009 Convention registration opens

January 2009

January 2, 2009	Space cancellation deadline for refund
January 12, 2009	Live Scanning Participation Form due

February 2009

February 1, 2009	<i>Exhibitor Services Manual</i> available on www.MyFreemanOnline.com Letter of intent to use EDCs and insurance certificate deadline
February 19, 2009	Promotional giveaway approval deadline

March 2009

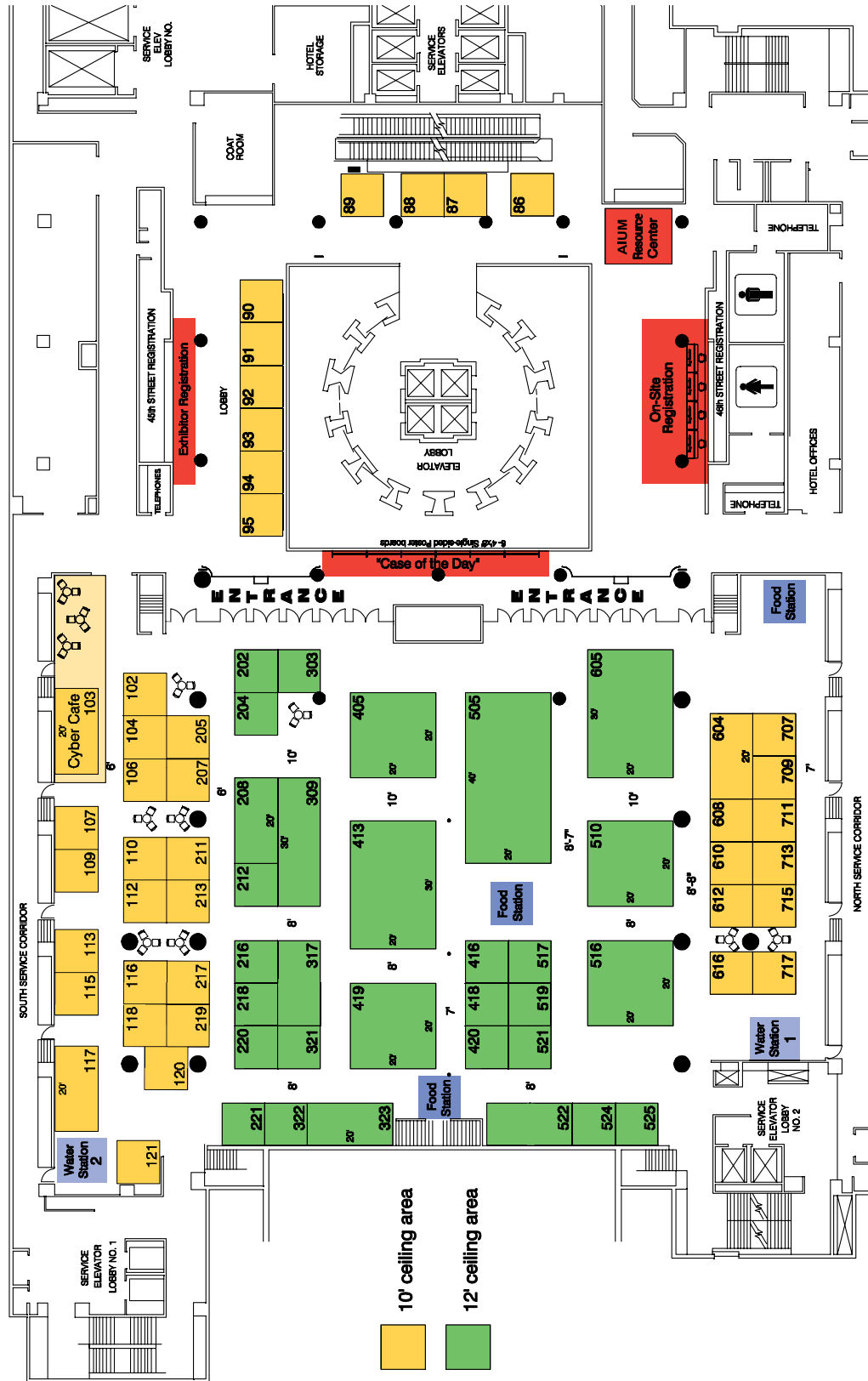
March 1, 2009	Food and beverage approval deadline
March 3, 2009	Exhibitor badge and scientific program registration list due Exhibitor guest pass list due
March 11, 2009	Hotel accommodation special rates expire
March 15, 2009	Tote bag inserts due at AIUM

April 2009

April 2, 2009	Exhibit move-in begins Advance warehouse shipment deadline Convention and exhibit registration opens Preconvention Program begins
April 3, 2009	Convention begins and Exhibit Hall opens
April 5, 2009	Exhibit Hall closes, exhibit dismantlement Exhibit move-out begins

Dates are subject to adjustments.

EXHIBIT HALL MAP



All measurements shown on the floor plan are approximate and are not warranted to be accurate. The AIUM reserves the right to make modifications to the floor plan or exhibits as may be deemed necessary, making equitable adjustments with the exhibitors affected.

2009 EXHIBIT SPACE APPLICATION

SUBMIT YOUR APPLICATION BY OCTOBER 3, 2008, TO USE YOUR PRIORITY POINTS.



All standard booths are 10' x 10'. Standard booth equipment is described under "Exhibit Fees and Policies" and "Rules and Regulations." Space assignments are based on Priority Points first and then become open on a first-come, first-served basis, according to the date the exhibit application is received. Final confirmation of space will be mailed as soon as possible. Full payment is required for booth assignments. The AIUM will refund all fees received by the exhibitor minus a service charge of \$500 for any cancellation request received in writing by January 2, 2009. No refunds will be made after that date.

EXHIBIT SPACE REQUEST

Please reference the exhibit floor plan. If you are requesting more than one 10' x 10' space, include all booth numbers in the total space requested.

Booth size: _____ x _____ Cost: _____

Space request in order of preference:

#1 _____ #2 _____ #3 _____ #4 _____ #5 _____ #6 _____

I am a nonprofit organization, institute, recruiting hospital, or recruiting service.
(Spaces 86-95 only.)

Please indicate companies by name that you do not wish to be near. The AIUM will make every effort to accommodate your request; however, it is not guaranteed.

EXHIBITING COMPANY INFORMATION (as it should appear in all marketing materials)

Company name _____

Address _____

City/state/postal code _____

Phone _____ Fax _____ Web address _____

Main product/service _____

EXHIBITOR KEY CONTACT One person from your company who will be present at the event for your exhibit. The key contact will receive all communications regarding the event. On check-in at the Exhibitor Registration Desk, the exhibitor packet, programs, and tote bags will only be released to the exhibitor key contact. Only the exhibitor key contact may add personnel or guests to the list during the event.

Name _____ Title _____

Billing address _____

City/state/postal code _____

Phone _____ Fax _____ E-mail _____

(All exhibitor updates before show dates are sent via e-mail.)

PLEASE SEND ME: Preregistration attendee list. Postconvention attendee list. Information on live scanning for educational purposes.
(Choice of 1 attendee list—emailed 6 weeks before convention.)

AUTHORIZATION

In conjunction with the AIUM 2009 Annual Convention, the undersigned hereby makes an application for exhibit space, and this application will serve as a contract subject to the terms and conditions stated in this Exhibitor Prospectus. The applicant agrees to accept booth space assigned by the AIUM.

Authorized signature _____

Print name _____

Phone _____

E-mail _____

Date _____

METHOD OF PAYMENT

Check payable to American Institute of Ultrasound in Medicine

American Express MasterCard Visa

Amount to be charged (US dollars) _____

Credit card number _____

Name on card _____

Expiration date _____

Signature of cardholder _____

EXHIBIT BOOTH FEES

- Standard in-line booth: \$2,800
- Corner positions: \$2,950
- Island: Standard in-line booth and corner position rates apply for each 10' x 10' area

Institutes, nonprofit organizations [US Tax Code 501 (c) (6) or (c) (3)], recruiting hospitals, and recruitment service providers will be assigned space in booths 86-95 at the discounted rate of \$2,650 standard and \$2,800 corner.

Send your signed contract and full payment to:

American Institute of Ultrasound in Medicine
2009 Annual Convention Exhibits
14750 Sweitzer Ln, Suite 100
Laurel, MD 20707-5906 USA

Phone: 800-638-5352 or 301-498-4100
Fax: 301-498-4450
www.aium.org

AIUM USE ONLY

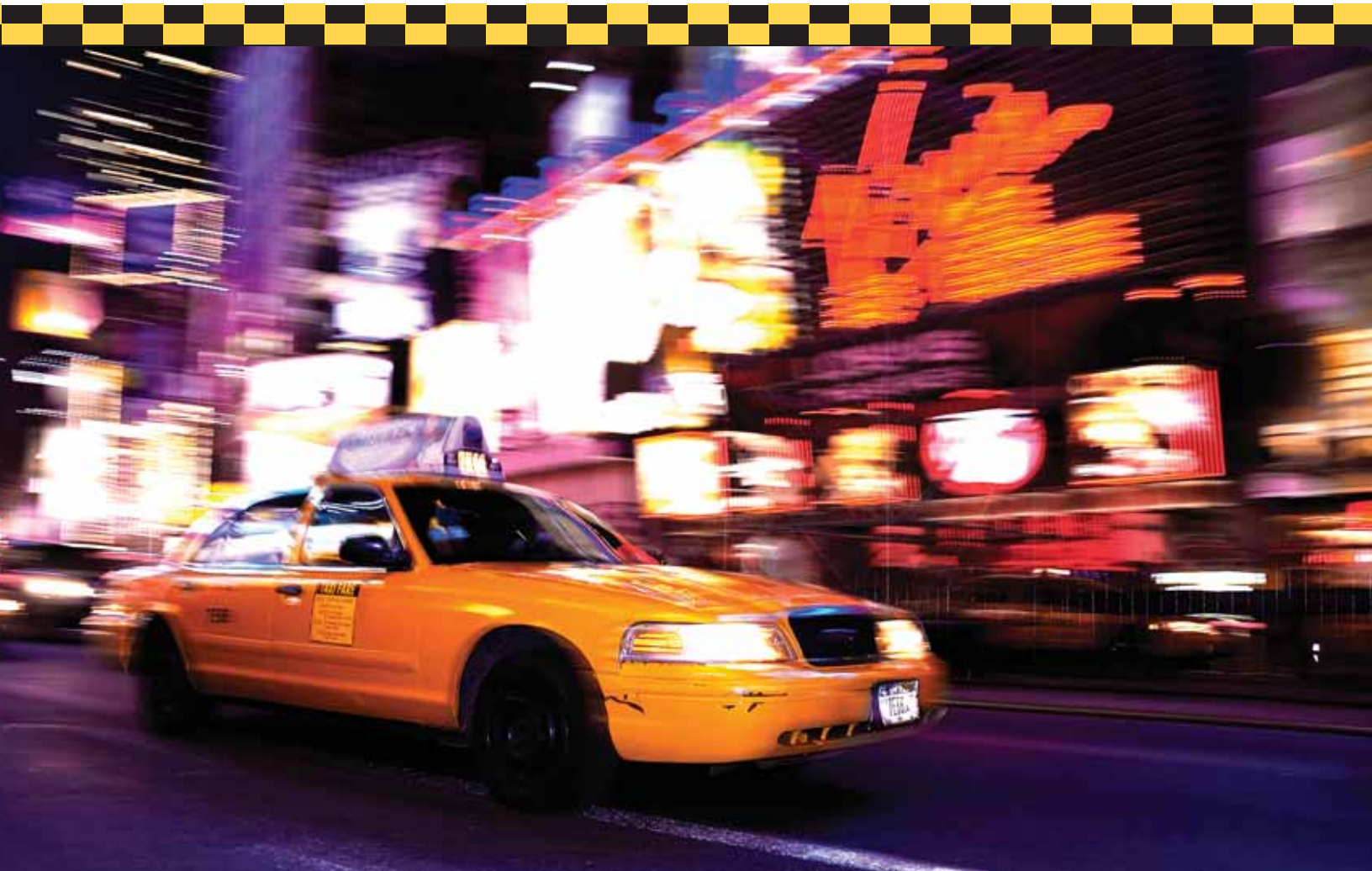
Date received _____ Amount received _____ Space assigned _____ Size/type _____ Kits _____



April 2-5, 2009 • New York Marriott Marquis Hotel

2009 AIUM ANNUAL CONVENTION

ADVERTISING AND
SUPPORT MENU



2009 AIUM ANNUAL CONVENTION

ADVERTISING AND SUPPORT MENU

The AIUM Annual Convention is promoted to more than 60,000 members, subscribers, and qualified attendees. Ultrasound professionals gather each year for the opportunity to learn about the latest research in medical ultrasound, network with colleagues, enhance their professional skills, and view the newest advancements in ultrasound technology, products, and services.

SUPPORT

- Demonstrates your company's dedication to the ultrasound industry and gains access to targeted professionals who act as purchasing decision makers
- Sets your company apart from your competitors and increases your company's brand awareness
- Creates consumer preference and brand loyalty
- Gains recognition as a "key player" in the ultrasound industry



**Apply
early
for full
benefits!**

SUPPORT BENEFITS*

Please see specific items for more information on the entire benefit package.

Preliminary Program Recognition is included in the AIUM Annual Convention *Preliminary Program*, mailed to more than 60,000 members, subscribers, and qualified leads.

Final Program Recognition is included in the AIUM Annual Convention *Final Program* showing our appreciation for your support.

Signage Company recognition is included on convention and event signage. Special acknowledgment will be placed at the exhibit.

Logo and Hot Link Your company name or logo and hot link to your website will be prominently placed on the AIUM Annual Convention Web pages, viewed by thousands of attendees, speakers, and guests.

Priority Points Companies earn 1 priority point for every \$1,000 in financial contributions made on a calendar year basis for advertising, exhibit space, support, educational grants, and donations. Priority points are used in obtaining preferred exhibit space at the following year's AIUM Annual Convention and Postgraduate Courses.

National Recognition Through 2009 Companies earning at least the Corporate Recognition Copper Level receive national recognition.

- The names of contributors are posted on the AIUM Corporate Recognition Web pages and published 6 times a year in the *JUM* and the *Sound Waves* newsletter, viewed by more than 8,500 members and subscribers.
- Recognition 12 times a year appears in the New Member Orientation Kit supplied to all new AIUM members.

* Note: Support benefits vary by item. Additional benefits are available with some items. Recognition in programs and on the website varies by support and may include a logo or company name. Reservation and material deadlines apply to all programs and inserts. All art, printed pieces, gift items, and distributions made in conjunction with support must be preapproved by the AIUM. All support items must be prepaid for benefits to begin. Support benefits do not apply to advertising packages.



SAVE 15% ON ANY 2 ADS

2009 AIUM ANNUAL CONVENTION *PRELIMINARY PROGRAM*



- **Target audience:** 60,000+ members, subscribers, and qualified leads
- **Distribution date:** October 2008
- **Insertion orders due:** September 2, 2008
- **Materials due:** September 8, 2008
- **Ad trim size:** 8¹/₄" × 10⁷/₈" with ¹/₈" bleed
7" × 10" without bleed
- All ads are 4 color

FOR PRODUCTION INFORMATION, VISIT
WWW.AIUM.ORG/ADVERTISING/MEDIA_KIT.PDF

Location	Price	Size
C2	\$3,000	1 pg
C3	\$3,000	1 pg
RHP, opposite C2	\$2,500	1 pg
LHP, opposite Schedule at a Glance	\$2,500	1 pg
LHP, opposite Educational Opportunities	\$2,500	1 pg
RHP, opposite Registration Form	\$2,500	1 pg
LHP, opposite C3	\$2,500	1 pg
In back	\$1,500	½ pg
In back	\$750	¼ pg

2009 AIUM ANNUAL CONVENTION *FINAL PROGRAM*



- **Target audience:** 2,400+ conference attendees
- **Distribution date:** April 2–5, 2009, at convention registration
- **Insertion orders due:** January 7, 2009
- **Materials due:** January 9, 2009
- **Ad trim size:** 5¹/₂" × 8¹/₂" with ¹/₈" bleed
(Spiral-bound; no live matter in ³/₈" gutter)
- All ads are full page, 4 color

Location	Price	Size
C2	\$3,000	1 pg
C3	\$3,000	1 pg
C4	\$3,000	1 pg
LHP, opposite Schedule at a Glance	\$2,000	1 pg
LHP, opposite General Information tab	\$2,000	1 pg
LHP, opposite Wednesday tab	\$2,000	1 pg
LHP, opposite Thursday tab	\$2,000	1 pg
LHP, opposite Friday tab	\$2,000	1 pg

Additional locations available.

C = cover LHP = left-hand page RHP = right-hand page

QUESTIONS AND QUOTES?

Advertising/support: Michele Lewis, mlewis@aium.org

2009 SUPPORT MENU

LANYARDS | Your logo is displayed alongside the AIUM's all day, every day on the lanyards holding the attendees' badges. Includes all support benefits with logo in programs and on the website.
Investment | \$3,000

CONFERENCE TOTE BAGS | Providing long-term recognition, the official convention tote bag is one of the most visible and sought-after support opportunities of the event. This durable tote is provided to all registered attendees at check-in to use throughout the conference. Extend your company recognition long after the event when the tote bag continues to get used for travel, business, and at home! Printing will include your logo/art and the AIUM convention information. Includes 1 tote bag insert, all support benefits, and logo in programs and on the website.
Investment | \$20,000

ROOM KEY CARDS | Put your company message in attendees' hands at check-in with customized key cards. Your company is responsible for making arrangements with the hotel and any additional hotel costs that may apply. If the hotel prints the cards, art must be submitted to the hotel 6 weeks in advance. Includes all support benefits with logo in programs and on the website.
Investment | \$2,000

PENS | Prepare attendees for sessions with the tools they need. Printed with your company logo along with the AIUM's, this gift is provided in the convention tote bag. Includes all support benefits with logo in programs and on the website.
Investment | \$3,500

NOTEPADS | These 8.5" x 11" ruled notepads (50 page each) are winners with attendees taking important notes during each session. Printing will include AIUM convention information and your logo/art at the bottom or screened on the pages. Includes all support benefits with logo in programs and on the website.
Investment | \$3,000



WIRELESS INTERNET CAFÉ | Attendees will welcome breaks in this delightful café atmosphere where they can access wireless Internet service on their laptops. Includes 10' x 10' or 10' x 20' exhibit space, adjacent round tables with seating, and a large overhead banner. The seating area may be decorated by the exhibitor to add atmosphere to the café. For an additional draw, add a coffee kiosk or computer stations for attendees without laptops. Includes all support benefits with logo in programs and on the website.
**Investment | \$8,000 (10' x 10' exhibit space and café)
\$10,000 (10' x 20' exhibit space and café)**

NEW! **DO NOT DISTURB DOOR HANGERS** | Your company message is in attendees' hands daily with customized Do Not Disturb door hangers. Your company is responsible for making arrangements with the hotel and any additional hotel costs that may apply. If the hotel prints the hangers, art must be submitted to the hotel 6 weeks in advance. Includes all support benefits with logo in programs and on the website.
Investment | \$2,000

NEW! **PRECONVENTION SYLLABI ON USB FLASH DRIVE** | Step into the future with the entire Preconvention CME Course Syllabi provided to all attendees on a versatile USB flash drive. Just plug into the port of a PC or a Mac for easy file retrieval. This convenient and durable form of documentation provides your company with high visibility during and after the event. In appreciation for your support, your company's full-color logo and URL appear on the first page of the presentation. Includes all support benefits with name in programs and on the website.
Investment | \$5,000

NEW! **STATIC CLING SIGNS** | Set your company apart from the rest with large 3' x 3' static cling signs displayed in the most prominent traffic area of the event. These attention-getting signs adhere to the clear walls surrounding the elevator atrium directly across from the AIUM Registration Desk. Art due February 1, 2009. Limited availability. Includes all support benefits with logo in programs and on the website.
Investment | \$3,000

NEW! **CUSTOM GOBOS** | You are in the spotlight with custom gobos displayed in the elevator atrium on the meeting room levels. Art must be submitted 6 weeks in advance. Includes all support benefits with logo in programs and on the website.
Display: April 3-5, 2009
Meeting room levels 6, 7, or 9
Investment | \$2,500 per level

2009 SUPPORT MENU

NEW! **CASE-OF-THE-DAY CHALLENGE BOARD** | The Case-of-the-Day challenge tests the abilities of attendees who diagnose unique case studies. This popular challenge is located in the registration area and receives high visibility from attendees throughout the day. Answers for the previous day's challenge and a new case are posted each morning. Support includes your company name and logo on a Case-of-the-Day board displayed throughout the entire event. Limited availability (4). Includes all support benefits with logo in programs and on the website.

Investment | \$1,500 each

TOTE BAG INSERT | One small printed piece or gift is inserted into the official convention tote bag distributed to all registered attendees. Finished print size limit: 8.5" x 11", 4 pages/8 sides maximum. Item must be received at the AIUM headquarters by March 15, 2009. Limited availability. Includes all support benefits with name in programs and on the website.

Investment | \$2,500

NEW! **MAKING-THE-ROUNDS HANDBILL BOARD** | Point attendees in your direction with a Making-the-Rounds handbill to showcase your new product, show special, or event promotion. Located beside the Exhibit Hall map, the Making-the-Rounds handbill board will provide attendees with a quick overview of the who, what, and where of sights to be seen. Size: 8.5" x 11", bottom 1.5" reserved for company name and booth number. Art due March 1, 2009.

Advertising Investment | \$600

NEW! **PUBLICATION BINS** | Perfect for trade publications and larger print items, these publication bins will feature signage and be prominently placed near escalators for attendee access. Item must be received at the AIUM headquarters by March 15, 2009. Limited availability. Includes all support benefits with name in programs and on the website.

Investment | \$2,500

NEW! **RECRUITMENT JOB BOARD** | Networking is a key element at any convention, and what better place to recruit qualified ultrasound professionals. Place your ads on the Recruitment Job Board for all attendees to view. Size: 8.5" x 11". Art due March 1, 2009. Limited availability. (Flyers promoting a recruitment service are not allowed. See "Exhibit Space Application," "2009 Advertising Menu," "Publication Bins," and "Tote Bag Insert").

Advertising Investment | \$400

ROOM DISTRIBUTION | Deliver your message right to the attendees with in-room distribution of a flyer or small gift. Your company is responsible for making arrangements with the hotel and any additional hotel costs that may apply. Not exclusive. Includes all support benefits with name in programs and on the website.

Investment | \$1,500

IN-ROOM VIDEO PRESENTATION | Using an in-house television channel, broadcast your company's message or greeting in a continuous loop to the AIUM room block. Both VHS and DVD formats are acceptable. Your company is responsible for making arrangements with the hotel and any additional hotel costs that may apply. Not exclusive. Includes all support benefits with name in programs and on the website.

Investment | \$1,500

NEW! **SPEAKER READY ROOM** | Add them up: there were more than 200 speakers and presenters at the 2008 Annual Convention. Show your appreciation and put your company name in front of these key luminaries of the ultrasound community by supporting the Speaker Ready Room. This private room is equipped with computers and monitors for our speakers' preparation and convenience. Your company name and logo will be prominently displayed at the entrance, and for extra recognition, your company logo will also be the screen saver on each computer monitor. Includes all support benefits with logo in programs and on the website. Days of operation: Wednesday through Sunday.

Investment | \$1,500



Case-of-the-Day challenge board

NEW! **EXHIBIT HALL REFRESHMENT BREAKS**

Pick a Date • Pick a Time • Pick a Menu

A new way every day! Guests stroll to various stations in the Exhibit Hall for coffee and donuts or stop in for a refreshing cold treat or power snack. The menu selections allow you to choose from traditional breaks to more nutritious options. For an additional draw, supporters may also provide napkins or imprinted cups at an additional cost. Choose a date, time, and menu. Includes all support benefits with logo in programs and on the website.

CHOOSE DATE AND TIME

Friday, April 3, 2009	3:00 PM–4:00 PM
Saturday, April 4, 2009	10:00 AM–11:00 AM 3:00 PM–4:00 PM
Sunday, April 5, 2009	10:30 AM–11:30 AM

CHOOSE A MENU

- **The Wake-up Call** | Nothing beats a good cup of coffee and fresh donuts. A great way to start the day.
Investment | \$2,500
- **Breakfast at Tiffany's** | An elegant snack for morning or afternoon with a variety of gourmet cheeses and fruit compotes.
Investment | \$4,000
- **The City Block** | Ice cream bars and cold drinks are some of the most popular and refreshing treats.
Investment | \$2,500
- **The Skyscraper** | Surprise attendees with a chocolate extravaganza of sweet treats for a sophisticated and decadent experience.
Investment | \$2,500
- **The New York Minute** | The power break is a great healthy alternative with chilled garden-fresh vegetables and energizing dips guaranteed to refresh and renew.
Investment | \$4,000



WATER STATIONS | One of the most popular stops along the Exhibit Hall path is for a cool refreshing drink of water. Support a Water Station to keep your name fresh in the minds of attendees. Stations are open during all Exhibit Hall hours Friday through Sunday and include support appreciation signage at the station. For an additional draw, supporters may also provide imprinted cups at an additional cost. See the Exhibit Hall floor plan (page 12) for station locations and numbers. Includes all support benefits with logo in programs and on the website. Limited availability (2).
Investment | \$2,000 per station/\$3,500 for both

NEW! **PRECONVENTION REFRESHMENT BREAKS** | Become the sole supporter of a morning or afternoon refreshment break during this key period. The Preconvention Program meetings host approximately 800 registered attendees and faculty who kick-start the event with early sessions. Refreshment breaks are held just outside the course meeting rooms for all to attend. Supporters may also provide napkins or imprinted cups at an additional cost. Includes all support benefits with logo in programs and on the website.
Thursday, April 2, 2009, AM OR PM
Investment | \$2,000 each/\$3,500 for both

NEW! **MEET-THE-PROFESSOR REFRESHMENT BREAKS** | Reinforce your company positioning and gain recognition as a key player in the ultrasound community when you support 2 daily refreshment breaks for these sold-out sessions. Numerous sessions are held simultaneously each day, and you put your company at the forefront when attendees gather in a relaxing networking atmosphere. Supporters may also provide napkins or imprinted cups at an additional cost. Includes all support benefits with logo in programs and on the website.
Friday, April 3, 2009, AM and PM
Saturday, April 4, 2009, AM and PM
Sunday, April 5, 2009, AM and PM
Investment | \$2,000 each day



SPECIAL EVENTS

THURSDAY, APRIL 2, 2009



GENERAL CONVENTION PARTNER— PRECONVENTION WAKE-UP BREAKFAST

Here is your chance to really showcase your company's support and stay on a budget. Show everyone at the convention that your company supports the AIUM and the ultrasound industry by becoming a General Convention Partner. Support will apply to the Preconvention Wake-up Breakfast, where you can mingle with hundreds of first arrivals. It's an opportunity that you won't want to miss. All General Convention Partners will be listed on the event signage and will receive all support benefits, including company name in programs and on the website.

Location: Outside the general session rooms

Investment | \$2,000

PRESIDENTIAL RECEPTION FOR NEW MEMBERS AND LEADERSHIP

Welcome new members with this dessert, wine, and cordial reception hosted by leadership luminaries. Be the first company to introduce yourself to this new group of attendees and leave a lasting impression as one of the first memories of the AIUM Annual Convention. The supporter may provide a small gift to new members at entrance (limit 2 presenters). Includes all support benefits with logo in programs and on the website.

Location/time: Presidential Suite, 7:00 PM–9:00 PM

Investment | \$10,000

FRIDAY, APRIL 3, 2009

PLENARY SESSION: AWARDS AND ENTERTAINMENT

One of the largest and most attended events of the conference! Taking place at a new time this year, the Plenary Session will kick-start the convention with a fun-filled time guaranteed to be full of surprises. Included with the support, your company president or representative will declare the convention officially open with a 2-minute welcome/thank you at the podium. Includes all support benefits, including company logo in programs and on the website, 1 tote bag insert, and 2 minutes at the podium.

Location/time: Broadway North, 9:15 AM–11:30 AM

Investment | \$10,000

SATURDAY, APRIL 4, 2009

NEW INVESTIGATOR AWARD

Show your commitment and support of dedicated research, development, and quality in ultrasound in the professional community by supporting this prestigious award. The AIUM, through a peer review process, recognizes individuals who have been exceptionally dedicated to research in ultrasound. The recipient will receive \$1,000 for further research. The award will be presented at the Leadership Banquet. Includes all support benefits with logo in programs and on the website.

Investment | \$1,000

LEADERSHIP BANQUET

A long-standing tradition, luminaries of the AIUM gather together at this annual banquet. Includes company logo on tickets and program, 1 table with 10 guest settings, a 2-minute welcome/thank you at the podium, a table for materials, and all support benefits, including logo in programs and on the website.

Location/time: Marquis Ballroom, 7:00 PM–11:00 PM

Investment | \$20,000



SUPPORTER INFORMATION

Company name _____
(as it should appear in all marketing materials)

Contact first name _____ Last name _____

Job title _____

Address _____

City/state/postal code/country _____

Phone _____ Fax _____

E-mail _____
(Required: all information will be sent via e-mail)

Invoice/receipt should be sent to _____
(if different from above)

REQUESTED SUPPORT

1. _____ \$ _____

2. _____ \$ _____

3. _____ \$ _____

4. _____ \$ _____

TOTAL COST FOR ALL SUPPORT \$ _____

PAYMENT

AUTHORIZATION

All support must be prepaid for benefits to begin; 100% payment due within 30 days of receipt of invoice or by December 1, 2008, whichever comes first. All signed agreements are legal and binding; refunds will not be given for cancellations under any circumstances.

By signing below, I understand and agree to abide by all the information, terms, and conditions governing this agreement.

Authorized signature _____

Print name _____

Date _____

METHOD OF PAYMENT

Check payable to American Institute of Ultrasound in Medicine

American Express MasterCard Visa

Amount to be charged (US dollars) _____

Credit card number _____

Name on card _____

Expiration date _____

Signature of cardholder _____

For questions or custom quotes, contact:

Michele Lewis, mlewis@aium.org
 800-638-5352 or 301-498-4100, ext 248

Return your completed registration to:

American Institute of Ultrasound in Medicine
2009 Annual Convention Support
14750 Sweitzer Ln, Suite 100
Laurel, MD 20707-5906 USA
Phone: 800-638-5352 or 301-498-4100
Fax: 301-498-4450
www.aium.org



April 2-5, 2009 • New York Marriott Marquis Hotel

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14750 Sweitzer Ln, Suite 100
Laurel, MD 20707-5906 USA

2009 ANNUAL CONVENTION

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