

AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

# 2011 Exhibitor Prospectus

The largest educational meeting  
dedicated to medical ultrasound

April 14-17, 2011 • New York Marriott Marquis Hotel • New York, New York



Visit our website at [www.aium.org](http://www.aium.org), or call 800-638-5352 or 301-498-4100 for more information.

# 2011 AIUM Annual Convention

## Table of Contents

Why Exhibit at the 2011 AIUM Annual Convention? .....	1
Past Exhibitors .....	2
Demographics .....	3
Exhibit Information .....	4-5
Exhibitor Registration .....	6
Mark Your Calendar .....	7
Convention Services .....	8-9
Rules and Regulations .....	10-11
Exhibit Hall Floor Plan .....	12
2011 Exhibit Space Application .....	13
Advertising .....	14
Educational Grant Tiers .....	15
Support .....	16
Additional Advertising .....	16
2011 Advertising, Grant, and Support Reservation Form .....	17

**A diverse educational program for all fields of medical ultrasound.**

### Convention Highlights:

- Preconvention Program
- New Investigator Session
- Accreditation "Getting Started" Workshop
- Plenary Session
- Technical Exhibit Hall
- Case-of-the-Day Challenges
- Community of Practice Meetings
- Scientific Sessions
- Categorical Courses
- Scientific Poster Exhibits
- Film Panel Sessions
- Scientific Poster Discussions
- Hands-on Courses
- Just Images Sessions
- Student Day
- Leadership Banquet

To view all AIUM events and future convention dates, visit [www.aium.org](http://www.aium.org).



# Why Exhibit at the 2011 AIUM Annual Convention?

The American Institute of Ultrasound in Medicine (AIUM), the association for medical ultrasound, invites you to exhibit at the 2011 AIUM Annual Convention, April 14–17, in the heart of the big apple, New York's Marriott Marquis Hotel. The AIUM Annual Convention is the largest educational meeting dedicated to medical ultrasound.

The AIUM is a nonprofit multidisciplinary medical association with more than 8500 members, including physicians, sonographers, educators, scientists, engineers, students, practice luminaries, and other health care providers from around the world. When we last visited New York in 2009, the Scientific Program and Exhibit Hall drew a record crowd of more than 1900 corporate and clinical health care professionals, and AIUM membership has grown more than 8% annually for the past 2 years, showing our ever-expanding presence and value in the community.

As an exhibitor, you gain direct access to principal decision makers with purchasing power who are interested in the latest technology and ultrasound research, experiencing hands-on courses, enhancing professional skills, and participating in collaborative networking events. Attendees are seeking face-to-face contact with manufacturers and product demonstrations used to evaluate current and future purchases for their practices, hospitals, or facilities. In 2010, 94% of attendees visited the Exhibit Hall; 80% of attendees make or influence buying decisions and have indicated that exhibits helped them evaluate and plan future purchases for their own facilities, research institutions, and private practices.

Exhibitors also have the opportunity to attend sessions and courses and be privy to all the latest developments and trends in the field of medical ultrasound. For every 10'x10' exhibit space purchased, your company also receives a complimentary Scientific Program registration, providing one of your representatives the chance to earn CME credits.

Whether you want to sell your product, network with peers, or research the market, you won't find a better opportunity to meet your target audience than at the 2011 AIUM Annual Convention.

The demand for exhibit space and support has regularly sold out in recent years. Submit your exhibit registration form today for best space location and most profitable exhibiting experience.



## Exhibitor Benefits at a Glance

- Exhibit floor presence
- Scientific Program registration
- Unlimited exhibitor staff passes
- Unlimited Exhibit Hall business guest passes
- Online Buyers Guide listing
- Company profile in the *Final Program*
- Acknowledgment on the AIUM convention website
- Grand Opening Luncheon—unopposed Exhibit Hall time
- Preconvention or postconvention attendee mailing list
- Advertising discounts
- One evening designated for private events
- Support and educational grant opportunities
- Priority points

(For full benefits, see page 4)

Learn how to reach an additional  
**QUARTER-MILLION qualified leads!**

(See Educational Grant Tiers, page 15)

# Past Exhibitors

American Institute of Ultrasound  
in Medicine (AIUM)  
Aloka Ultrasound  
American Registry for Diagnostic  
Medical Sonography (ARDMS)  
AS Software Inc  
ATS Laboratories, Inc  
Biocell Center Corporation  
Biosound Esaote, Inc  
California Department of Public Health  
Candelis, Inc  
Center for Fetal Diagnosis and  
Treatment at Children's Hospital  
of Philadelphia (CHOP)  
CIRS, Inc  
CIVCO Medical Solutions  
ContextVision AB  
Cook Medical  
Creative Display Systems  
DatCard Systems, Inc  
David Lerner Associates, Inc  
Digisonics, Inc  
DR Systems, Inc  
Echoserve  
Fetal Care Center of Cincinnati  
Fetal Echocardiography/Gold Edition  
PLUS (2009)  
Fetal Medicine Foundation USA  
Gammex, Inc  
GE Healthcare  
GeneCare Medical Genetics Center  
Global Medical Imaging  
Hitachi Medical Systems America, Inc  
Imorgon Medical, LLC  
Intersocietal Commission for the  
Accreditation of Vascular Labora-  
tories (ICAVL)/Intersocietal  
Commission for the Accreditation  
of Echocardiography Laboratories  
(ICAEL)  
Kyoto Kagaku Co, Ltd  
Lenitix Medical Screening  
Laboratory, Inc  
Lippincott Williams & Wilkins  
Loma Linda University Medical Center

Medical Positioning, Inc  
Medical Staffing Network  
Medipattern Corporation  
Medisales, LLC  
Medison America, Inc  
Mindray Co, Ltd  
Mohawk College  
National Diagnostic Imaging  
Teleradiology  
Nihon Dempa Kogyo Co, Ltd  
NovaRad Corporation  
NTD Laboratories, a PerkinElmer  
Company  
Parker Laboratories, Inc  
PCI Medical, Inc.  
Pharmaceutical Innovations, Inc  
Philips Healthcare  
Philips Research  
R4, LLC  
San Diego Marriott Hotel and Marina  
Saunders/Mosby-Elsevier  
Siemens Medical Solutions USA, Inc  
Society for Maternal-Fetal Medicine  
(SMFM)  
SonoScape Co, Ltd  
SonoSite, Inc  
Sonultra Corporation  
Sorna Corporation  
Sound Ergonomics, LLC  
Sound Technology, Inc  
St John's Clinic, Inc  
Summit Funding Group, Inc  
SuperSonic Imagine, Inc  
taberna pro medicum GmbH  
Texas Children's Fetal Center  
The Baby CD  
*The New York Times*  
Toshiba America Medical Systems, Inc  
UltraLinq Healthcare Solutions, Inc  
Ultrasonix Medical Corporation  
US Radiology On-Call, LLC  
World Federation for Ultrasound in  
Medicine and Biology (WFUMB)  
Win Probe Corporation  
Zonare Medical Systems, Inc

## Convention Marketing

The 2011 AIUM  
Annual Convention  
will be marketed to  
more than 270,000  
qualified leads  
through direct mail,  
e-mail, the Web,  
social media, and  
the *Journal  
of Ultrasound in  
Medicine.*

Learn how  
your company  
can be showcased  
to this target  
audience.

(See Educational Grant Tiers,  
page 15)

### 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 company support are recognized by AIUM 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.

# Demographics

## 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. Established in 1952, the AIUM currently has more than 8500 members, including physicians, sonographers, educators, scientists, engineers, students, and other health care providers. AIUM membership has grown more than 8% annually for the past 2 years, showing our ever-expanding presence and value in the medical ultrasound community.

### Registration Profile

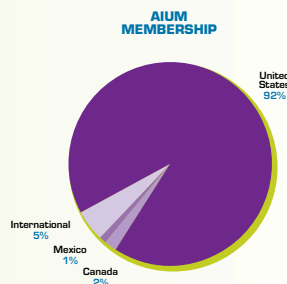
	2009 New York, NY	2010 San Diego, CA
Convention Attendance		
Exhibitors	271	296
Scientific registrants	1542	1340
Other	78	52
Total	1901	1688

### AIUM Communities

12%	Basic Science and Instrumentation
14%	Cardiovascular Ultrasound
3%	Contrast-Enhanced Ultrasound <i>NEW</i>
13%	Emergency and Critical Care Ultrasound
15%	Fetal Echocardiography
28%	General and Abdominal Ultrasound
27%	Gynecologic Ultrasound
5%	High-Frequency Clinical and Preclinical Imaging
11%	Interventional-Intraoperative Ultrasound
13%	Musculoskeletal Ultrasound
8%	Neurosonology
54%	Obstetric Ultrasound
13%	Pediatric Ultrasound
19%	Sonography
2%	Therapeutic Ultrasound <i>NEW</i>

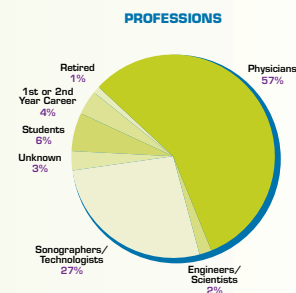
### AIUM Membership—8500

United States	7820
Canada	170
Mexico	85
International	425



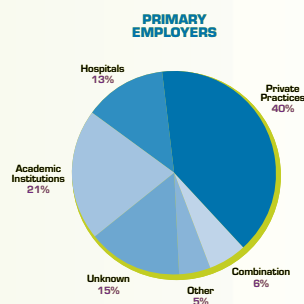
### Professions

Physicians	4872
Engineers/scientists	189
Sonographers/technologists	2300
Unknown	255
Students	487
1st or 2nd year career	283
Retired	114



### Primary Employers

Academic institutions	1776
Hospital	1067
Private practices	3429
Combination	524
Other	441
Unknown	1263



### Medical Board Certifications

#### Top 3 Medical Board Certifications:

Obstetrics and Gynecology	29%
Diagnostic Radiology	15%
Maternal and Fetal Medicine	11%

Anesthesiology  
Breast Surgery  
Cardiovascular Disease  
Critical Care Medicine  
Emergency Medicine  
Endocrinology  
Family Practice  
Gastroenterology  
General Vascular Surgery  
Internal Medicine  
Nephrology  
Neurology  
Neuroradiology  
Nuclear Medicine  
Ophthalmology  
Orthopedic Surgery  
Pediatric Radiology  
Pediatrics  
Physical Medicine and Rehabilitation  
Podiatry  
Reproductive Endocrinology  
Rheumatology  
Sports Medicine  
Surgery  
Urology  
Vascular and Interventional Radiology  
Other

# Exhibit Information

## Convention Dates and Location

Preconvention Program: April 14, 2011

Convention: April 15–17, 2011

Location: New York Marriott Marquis Hotel

1535 Broadway, New York, New York 10036 USA

Exhibit Hall Location: Westside Ballroom, Fifth Floor

Phone: 212-398-1900

## Exhibit Hall Hours

Friday, April 15	11:30 AM–4:45 PM
<i>Grand Opening Luncheon</i>	11:30 AM–1:00 PM
Saturday, April 16	9:30 AM–4:45 PM
<i>Refreshment Break</i>	10:00 AM–11:00 AM
<i>Lunch</i>	12:30 PM–1:30 PM
<i>Refreshment Break</i>	3:30 PM–4:30 PM
Sunday, April 17	9:30 AM–2:00 PM
<i>Refreshment Break</i>	10:00 AM–11:00 AM
<i>Lunch</i>	12:30 PM–1:30 PM

Schedule is preliminary and subject to change

## Exhibit Registration Hours

Thursday, April 14	7:30 AM–5:00 PM
Friday, April 15	7:00 AM–4:45 PM
Saturday, April 16	9:00 AM–4:45 PM
Sunday, April 17	9:00 AM–2:00 PM

## Exhibit Rates

Standard in-line booth (10'×10'): \$2800

Corner booth (10'×10'): \$2950

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

**Institutions, nonprofit organizations discount:**

[US Tax Code 501 (c) (6) or (c) (3)],  
recruiting hospitals and staffing agencies  
\$2650 standard; \$2800 corner

Note: Standard in-line exhibits have a height limit of 8', and island displays have a height limit of 12'. Exhibit height subject to ceiling height restrictions. 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 exhibit locations as may be deemed necessary, making equitable adjustment with the exhibitor affected.

## Exhibit Space Includes

- Exhibit floor presence
- 7'×44' sign with exhibitor name and booth number
- Ballroom carpeting
- 1 Scientific Program registration
- Unlimited exhibitor staff passes
- Unlimited Exhibit Hall business guest passes
- 1-year online Buyers Guide listing
- Company profile in the *Final Program*
- Acknowledgement on the AIUM convention website
- Exhibit Hall Grand Opening Luncheon
- Food and beverage attendee breaks
- Preconvention or postconvention attendee mailing list
- Advertising discounts in the *Journal of Ultrasound in Medicine (JUM)*, *Preliminary Program* and *Final Program*
- 1 official convention tote bag, *Final Program*, and *Official Proceedings*
- AIUM Twitter hash tag to post show specials or new product information
- Use of the 2011 AIUM Annual Convention logo on your website and marketing material
- Support and educational grant opportunities
- Exhibitor Advisory Council meeting
- Priority points

Benefits are based on each 10'×10' space purchased. Furniture and services are available for purchase separately. Exhibitor staff and guest passes provide access to sessions but are exclusive of CME credits. Use of AIUM logo and Twitter postings is subject to approval. Publication deadlines apply.

## Exhibit Hall Grand Opening Luncheon

**Friday, April 15, 11:30 AM–1:00 PM**

The AIUM kick-starts the convention with the Plenary Awards Session, followed immediately by the Exhibit Hall Grand Opening Luncheon. These back-to-back spectacular morning events find attendees refreshed and energetic as they enjoy a beautifully catered lunch and get their first look at the Exhibit Hall, actively interacting with vendors around the show floor.

## Payment

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 or receive space assignment until payment is received. The AIUM will accept company checks and credit cards (American Express, MasterCard, and Visa) for payment. All payments must be in US dollars, made payable to the American Institute of Ultrasound in Medicine.

Mail to:

American Institute of Ultrasound in Medicine  
2011 Annual Convention Exhibits  
14750 Sweitzer Ln, Suite 100  
Laurel, MD 20707-5906 USA

## Space Assignment

Exhibit space is first assigned based on priority points and the priority point deadline. Exhibit Space Applications must be received by October 4, 2010, to use priority points. Space will then be assigned on a first-come, first-served basis, according to the date and time the Exhibit Space Application is received. Applications submitted without full payment will not be added to the processing queue or have space assigned until payment is received. Receipt of a 2011 Exhibit Space Application and payment does not guarantee assignment of the exhibit space requested. The AIUM reserves the right to reject any application for exhibit space.

## Priority Points

The AIUM assigns companies 1 priority point for every \$1000 spent with the AIUM on advertising, support, exhibit space, educational grants and Endowment for Education and Research contributions. Space assignment is based on cumulative priority points. For more information and full benefits of the Corporate Recognition Program, visit [www.aium.org/advertising/corpBenefits.aspx](http://www.aium.org/advertising/corpBenefits.aspx).

## Hotel Accommodations

New York Marriott Marquis Hotel  
1535 Broadway  
New York, New York 10036  
Phone: 212-398-1900

The AIUM has secured a block of rooms in the New York Marriott Marquis Hotel. Discounted room rates of \$290 single and \$315 double are available until March 18, 2011. Rooms are on a first-come, first-served basis and normally

sell out. Exhibitors are advised to book rooms early. The Exhibit Space Application form must be submitted and space assigned before reservations can be made. The hotel discount access code will be provided with the exhibit confirmation.

## Hospitality Rooms

Hospitality rooms in the hotel are available on a limited basis for exhibiting companies and organizations or by management preapproval. Exhibitors who would like to request hospitality rooms may do so when making the request for sleeping rooms. All costs associated with hospitality rooms are the responsibility of the exhibitor. Designated time for private events is Friday, April 15, after 6:30 PM. Hospitality rooms and private parties are not permitted during regularly scheduled hours of meetings, exhibits, or other AIUM functions. All functions must be preapproved by the AIUM. Contact Michele Lewis at [mlewis@aium.org](mailto:mlewis@aium.org) for more information.

## 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.

## Cancellations

The AIUM will refund all fees received by the exhibitor, less a service charge of \$500 for any cancellation request received in writing by December 15, 2010. No refunds will be made after that date, and applicants are responsible for the full payment of the exhibit space.

## Questions?

**Advertising/support:** Michele Lewis, [mlewis@aium.org](mailto:mlewis@aium.org)  
**Booth sales:** Brenda Kinney, [bkinney@aium.org](mailto:bkinney@aium.org)  
**General conference attendance and registration:**  
Danielle Delanko, [ddelanko@aium.org](mailto:ddelanko@aium.org)  
**Press/public relations:** Jennifer Hilderbrand,  
[jhilderbrand@aium.org](mailto:jhilderbrand@aium.org)  
**Phone:** 800-638-5352 or 301-498-4100  
**Fax:** 301-498-4450  
**Website:** [www.aium.org](http://www.aium.org)

# Exhibitor Registration

All key contacts, exhibit personnel, business guests, and models are required to check in at the Exhibitor Registration Desk. Attendees who are registered for the Scientific Program will need to obtain registration materials from the Advance Registration Desk. Company identification will be required.

## Key Contact

Each exhibitor must designate 1 person who will be attending the convention as a key contact. The key contact will receive all communication regarding the event. Only the key contact may make changes to the exhibit staff and scientific registration list during the event. On check-in at the Exhibitor Registration Desk, the exhibitor packet, programs, and tote bag(s) will be released only to the key contact. Company identification is required.

## Exhibitor Staff Badge

Register your exhibit staff and designate your key contact by completing the Exhibitor Badge and Scientific Program Registration form. Submit the form by February 22, 2011, to ensure badges are ready at the Exhibitor Registration Desk on your arrival. If requests or changes are made after this date or on-site, badges may not be available for immediate pickup. Exhibit staff must pick up their own badges; company identification will be required. Exhibitors may attend courses but will not earn CME credits. Exhibit staff may enter the Exhibit Hall after hours with their badge and proper identification.

**Note:** The Grand Opening Luncheon in the Exhibit Hall generates very high traffic. To avoid check-in delays, exhibit staff should pick up badges at the Exhibitor Registration Desk at least 3 hours before the Grand Opening Luncheon.

## Scientific Program Registration

For each 10'×10' booth purchased, exhibitors receive 1 Scientific Program registration for a chance to earn CME credits throughout the event. Registration must be submitted *in advance* using the Exhibitor Badge and Scientific Program Registration form. Only the key contact may make changes to the Scientific Program registration. Badges and registration materials will be available at the Advance Registration Desk.

## Business Guest Pass

Exhibitors will be provided with unlimited Exhibit Hall business guest passes to send to their clients as an invitation to visit their exhibit. Guests must present the pass along with a business card at the Exhibitor Registration Desk to receive their badges. Guests may access the Exhibit Hall only during regularly schedule hours.

## 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.

Exhibitor Badge and Scientific Program Registration and Exhibitor Guest Invitation forms will be provided after booth assignment.

April 14-17, 2011 • New York Marriott Marquis Hotel • New York, New York

## 2010

August						
Su	M	Tu	W	Th	F	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				

October						
Su	M	Tu	W	Th	F	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	M	Tu	W	Th	F	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	

## 2011

January						
Su	M	Tu	W	Th	F	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	M	Tu	W	Th	F	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	M	Tu	W	Th	F	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	M	Tu	W	Th	F	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

Preliminary Program insertion order due  
 Preliminary Program art due  
 Final Program advertising insertion order due  
 Final Program art due  
 JUM February insertion order due  
 JUM February art due  
 JUM March insertion order due  
 JUM March art due  
 JUM April insertion order due  
 JUM April art due

August 16, 2010  
 August 20, 2010  
 December 3, 2010  
 December 6, 2010  
 January 5, 2011  
 January 7, 2011  
 February 2, 2011  
 February 4, 2011  
 March 1, 2011  
 March 4, 2011

### Important Dates to Remember

#### October 2010

Online Buyers Guide company profile due

Submit your online Buyers Guide profile online at [www.aium.org](http://www.aium.org).  
 Your online Buyers Guide listing will serve as your company profile published in the 2011 Annual Convention Final Program.

Note: If your company is already listed in the AIUM Buyers Guide, please review the information. If no changes are needed, no action is necessary. If you are not listed or changes are required, please submit a new listing at [www.aium.org](http://www.aium.org) (Buyers Guide). Companies that do not have a listing in the online Buyers Guide will not have a company profile included in the Final Program.

October 15, 2010

Exhibit Space Application deadline to use priority points  
 Space assignment begins

October 15, 2010  
 October 18, 2010

#### December 2010

Space cancellation deadline

December 15, 2010

#### January 2011

ESM available online at [www.MyFreemanOnline.com](http://www.MyFreemanOnline.com)

January 28, 2011

#### February 2011

Promotional giveaway approval deadline  
 Exhibitor Badge and Scientific Program Registration form due  
 Live Scanning Participation form due  
 Letter of intent to use an EDC and insurance certificate deadline

February 11, 2011  
 February 21, 2011  
 February 21, 2011  
 February 25, 2011

#### March 2011

Food and beverage approval deadline  
 Tote bag inserts due at AIUM  
 Hotel accommodation special rates expire

March 1, 2011  
 March 4, 2011  
 March 18, 2011

#### April 2011

Convention and exhibitor registration opens  
 Preconvention Program begins  
 Exhibit move-in begins  
 Advance warehouse shipment deadline  
 Convention begins and Exhibit Hall opens  
 Exhibit Hall closes and exhibit dismantlement begins  
 Exhibit move-out begins

April 14, 2011  
 April 14, 2011  
 April 14, 2011  
 April 14, 2011  
 April 15, 2011  
 April 17, 2011  
 April 17, 2011

Dates are subject to change.

# Convention Services

## Official Contractor

Freeman is the designated general contractor for the 2011 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 *Exhibitor Services Manual (ESM)*. The ESM will be available online beginning January 28, 2011.

### Freeman

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

## Exhibit Move-in

Thursday, April 14	8:00 AM–5:00 PM
Friday, April 15	8:00 AM–10:30 AM

## Exhibit Move-out

Sunday, April 17	2:00 PM–5:00 PM
Monday, April 18	8:00 AM–12:00 PM

Installation and dismantling of exhibits must be conducted during the time allocated by management. All exhibit material must be unpacked by 10:00 AM on Friday, April 15, 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. If early move-in or extended move-out time is needed, please contact the official contractor for approval and directions. All hours and events are preliminary and are subject to change.

## 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	\$159.85 per hour
Overtime	\$215.00 per hour
Double time	\$277.75 per hour

(1 hour minimum per person)

## Estimated Drayage Rates

Crates/skidded warehouse	\$149.95
Crates/skidded show site	\$163.20
Special handling, warehouse	\$194.95
Special handling, show site	\$212.10
Uncrated/pad wrapped, show site	\$244.80

(all minimum 200 lb)

## Overtime

Crated/skidded	\$81.60
Special handling	\$106.05
Uncrated/pad wrapped	\$122.40

## Drayage/Shipping Instructions

Materials shipped in advance should be sent directly to the official contractor and addressed exactly as shown in the ESM. The ESM will be available online at [www.MyFreemanOnline.com](http://www.MyFreemanOnline.com) beginning January 28, 2011. Do not ship exhibit material directly to the New York Marriott Marquis Hotel. The hotel 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 decorators 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 Exhibitor Services Desk.

## 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. All EDCs must also submit a letter to the AIUM 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 insurance and must be valid over the dates of the exhibition, including installation and dismantlement. It is the exhibitor's responsibility to advise its EDC of all rules and regulations. 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. Submit letters to Brenda Kinney, at [bkkinney@aium.org](mailto:bkkinney@aium.org), by February 25, 2011. Letters received after this date will not be approved, and EDCs will not be allowed to provide their services.

## 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 Freeman employees. Any request for such should be brought to the attention of a Freeman representative at the Exhibitor Services Desk.

## 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 loss or 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’. Exhibit height subject to ceiling height restrictions. 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 greater than 4’ in height and placed within 8 linear 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 [bkkinney@aium.org](mailto:bkkinney@aium.org).

### 3. Appearance

Any part of an exhibit that does not lend itself to an attractive appearance, such as unfinished end or side panels, must be draped at the exhibitor’s expense. Management has the right to have such finishing completed 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 mailboxes 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 11, 2011. Submit to Brenda Kinney at [bkkinney@aium.org](mailto:bkkinney@aium.org).

## 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.

## 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 noisemakers, 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, at [bkinney@aium.org](mailto:bkinney@aium.org), no later than March 1, 2011. All food and beverage arrangements must be made through the New York Marriott Marquis Hotel.

## 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

Management will provide security guards when the exhibit hall is closed; however, the furnishing of such services shall not be construed to be any assumption of obligation or duty with respect to the protection of exhibitor property, which shall, at all times, be the sole responsibility of each exhibitor.

## 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

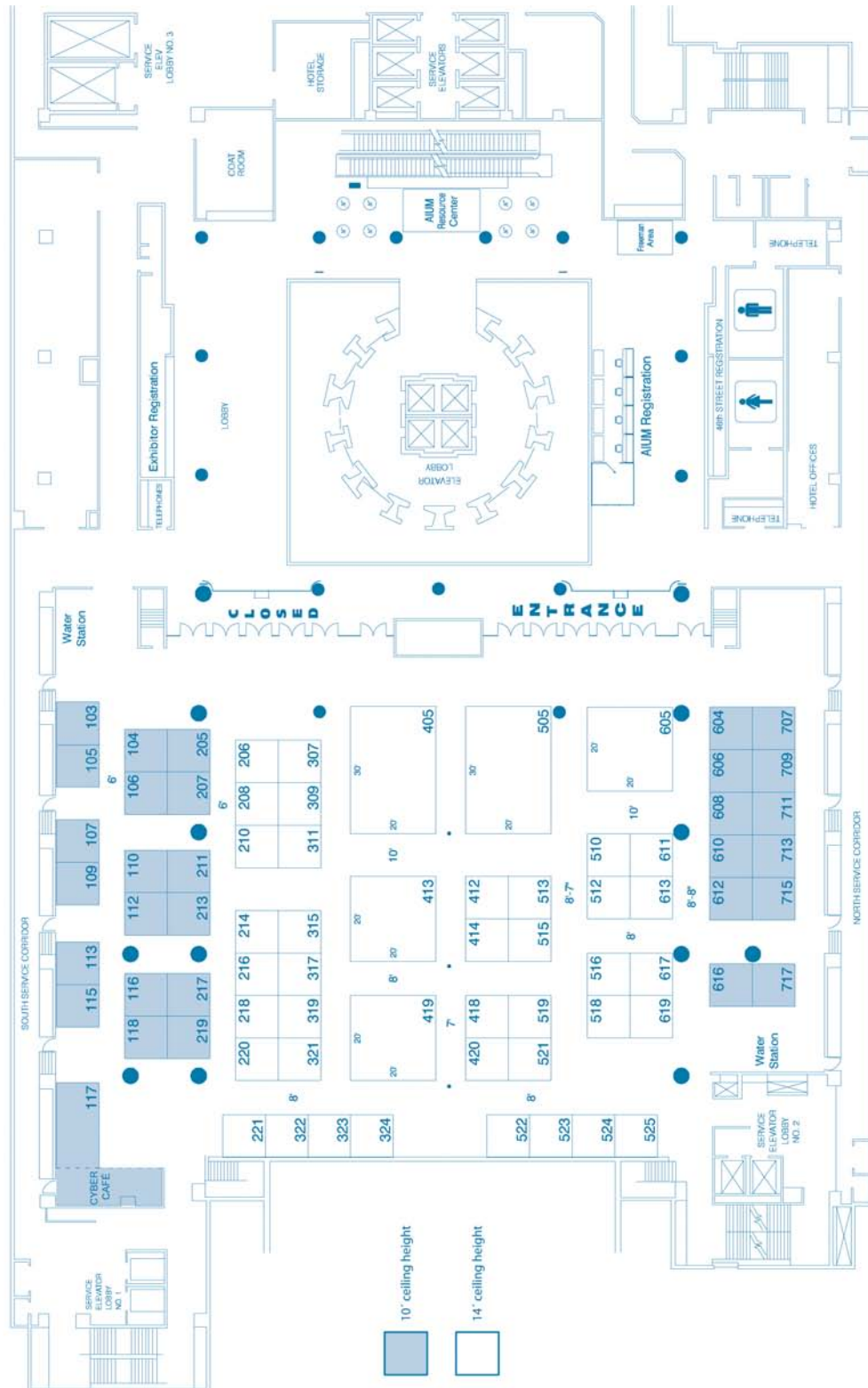
Management reserves the right to close or refuse to accept any exhibit application that does not conform to the general character of the show or in which an exhibitor fails to comply with the rules set forth herein. The AIUM may also close an exhibit at any time for non-compliance of construction regulations or as deemed necessary for the safety and 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 prorated share of expenses actually incurred by the AIUM in connection with the event.

# Exhibit Hall Floor Plan

## New York Marriott Marquis Hotel Fifth Floor • Westside Ballroom



## Exhibitor Information

Company/organization name *(as it should appear in all marketing materials)*

Address \_\_\_\_\_

City/state/postal code \_\_\_\_\_

Web address \_\_\_\_\_

Nonprofit organization, institute, recruiting hospital, or recruiting service

Company/organization has exhibited with AIUM under the name

\_\_\_\_\_  
*(if different from above)*

Authorized contact \_\_\_\_\_

E-mail \_\_\_\_\_  
*(required: all exhibitor updates are sent via e-mail)*

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

### Live Scanning

Send information on live scanning in the Exhibit Hall for educational purposes.

### Mailing List *(select 1)*

Preregistration attendee list *(e-mailed 6 weeks before convention)*

Postconvention attendee list

**Submit your Buyers Guide profile online at [www.aium.org](http://www.aium.org) no later than October 15, 2010.**

## Exhibit Space Request

Please reference the Exhibit Hall Floor Plan. If requesting more than 1 10' x 10' space, include all booth numbers in the total space requested. The AIUM will make every effort to accommodate your request; however, it is not guaranteed.

Booth size \_\_\_\_\_ x \_\_\_\_\_  In-line  Island

Space(s) requested in order of preference:

#1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

#4 \_\_\_\_\_ #5 \_\_\_\_\_ #6 \_\_\_\_\_

Indicate exhibitor(s) by name that you *do not* wish to be near.

\_\_\_\_\_

## Exhibit Space Fees

*The AIUM reserves the right to charge the correct amount if different from the total below.*

Booth type	Cost per 10' x 10' space	Total
Standard in-line	\$2800	\$ _____
Corner position	\$2950	\$ _____
Nonprofit/institute in-line	\$2650	\$ _____
Nonprofit/institute corner	\$2800	\$ _____
<b>Total Due</b>		<b>\$ _____</b>

## Authorization

In accordance with the AIUM 2011 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. The AIUM will refund all fees paid by the exhibitor less a service charge of \$500 for any cancellation request received in writing by December 15, 2010. No refunds will be made after that date.

Authorized contact signature \_\_\_\_\_

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

Phone \_\_\_\_\_ Date \_\_\_\_\_

## Method of Payment *(US dollars only)*

*Payment in full is due on submission of 2011 Exhibit Space Application.*

Check payable to American Institute of Ultrasound in Medicine

American Express  MasterCard  Visa

Amount to be charged \$ \_\_\_\_\_

Credit card number \_\_\_\_\_

Name on card \_\_\_\_\_

Expiration date \_\_\_\_\_

Credit card billing address postal code \_\_\_\_\_

Card security code \_\_\_\_\_  
*(Three- or 4-digit value printed on the card or signature strip)*

Signature of cardholder \_\_\_\_\_

## Send your completed application and full payment to:

American Institute of Ultrasound in Medicine • 2011 Annual Convention Exhibit • 14750 Sweitzer Ln, Suite 100 • Laurel, MD 20707-5906 USA

Phone: 800-638-5352 or 301-498-4100 • Fax: 301-498-4450

# Advertising

Print ads can increase booth traffic by 46%

<p><b>Preliminary Program</b></p> 	<p>Target audience: 70,000+ members, subscribers, and qualified leads            Distribution date: mailed October 2010            Trim size: 8¼"×10" (plus ½" bleed on all sides)                          7"×10" (without bleed—same as JUM)            Insertion orders due: August 6, 2010            Materials due: August 18, 2010</p> <p>All ads print in CMYK. Submit as high-resolution PDF file.</p>	<p>Opposite registration form, or cover 2      \$3000</p> <p>Full page      \$2000</p> <p>½ page      \$1400</p> <p>¼ page      \$ 950</p>																								
<p><b>Final Program</b></p> 	<p>Target audience: 2000 convention attendees            Distribution date: April 14–17, 2011            Cover ad trim size: 6"×8½"            Cover ad bleed size: 7"×9½" (minimum ½" bleed all around)            Cover ad live area: 5"×7½" (minimum ½" gap all around)            Tab ad trim size: 5½"×8½"            Tab ad bleed size: 6½"×9½" (minimum ½" bleed all around)            Tab ad live area: 4½"×7½" (minimum ½" gap all around)            ½ page run of book (ROB) trim size: 4½"×3½"            Insertion orders due: December 3, 2010            Materials due: December 6, 2010</p> <p>Cover ads will print on 120-lb white gloss cover stock and will be laminated. Tab ads will print on 100-lb white gloss cover stock. Half-page ads print on 50-lb white opaque stock. Program is spiral bound. All ads print in CMYK. Submit as high-resolution PDF file.</p>	<p>Cover 2, 3, or 4      \$3000</p> <p>Tab page      \$1800 (full left page)</p> <p>½ page, ROB      \$800</p>																								
<p><b>Journal of Ultrasound in Medicine (JUM)</b></p> 	<p style="text-align: center;"><b>2011 AIUM exhibitors save 20%–45%: lowest rates of the year!</b></p> <p>Distribution: 8500+ members and subscribers.</p> <p>Print ads are an instant reminder to attendees of your presence at the convention. With these great rates, you can't afford to miss the opportunity to showcase your company and gain a marketing advantage over the competition as attendees preplan their agenda to visit and learn more.</p> <p>Offer valid for the February, March, and April 2011 issues. Rates shown are net per ad for ROB placement and do not apply to cover or special position placement. Additional agency discount not applicable. See <i>Media Kit</i> for space reservations, material deadlines, and ad specs at <a href="http://www.aium.org/advertising/mediaKit.pdf">www.aium.org/advertising/mediaKit.pdf</a>.</p>	<p><b>Special Exhibitor Rates</b></p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;"><u>1x</u></th> <th style="text-align: center;"><u>3x</u></th> </tr> </thead> <tbody> <tr> <td colspan="3"><b>4-color</b></td> </tr> <tr> <td>Full page</td> <td style="text-align: right;">\$2649</td> <td style="text-align: right;">\$1960</td> </tr> <tr> <td>½ page</td> <td style="text-align: right;">\$2160</td> <td style="text-align: right;">\$1470</td> </tr> <tr> <td colspan="3"><b>Black and white</b></td> </tr> <tr> <td>Full page</td> <td style="text-align: right;">\$2000</td> <td style="text-align: right;">\$1330</td> </tr> <tr> <td>½ page</td> <td style="text-align: right;">\$1250</td> <td style="text-align: right;">\$910</td> </tr> <tr> <td>¼ page</td> <td style="text-align: right;">\$700</td> <td style="text-align: right;">\$500</td> </tr> </tbody> </table>		<u>1x</u>	<u>3x</u>	<b>4-color</b>			Full page	\$2649	\$1960	½ page	\$2160	\$1470	<b>Black and white</b>			Full page	\$2000	\$1330	½ page	\$1250	\$910	¼ page	\$700	\$500
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All ads must be preapproved. AIUM *Media Kit* terms and conditions apply. See *Media Kit* for JUM deadlines and ad specs.

**Contact Michele Lewis at [mlewis@aium.org](mailto:mlewis@aium.org) for more information.**

# Educational Grant Tiers

## Help shape the future

Pledge an Educational Grant and in recognition your company will be showcased on convention-related direct mail, e-mail, the Web, social media, and the *Journal of Ultrasound in Medicine* to a targeted 270,000 qualified leads.

### Tier 1: \$20,000

- Full page ad in the *Preliminary Program*
- Logo and/or hyperlink on
  - AIUM convention website
  - 6 e-mail blasts
  - 4 direct mailings
  - 6 convention marketing ads in the *JUM*
  - *Final Program*
  - Signage

**Company Impact:**  
**270,000 impressions**

The AIUM is proud to host the largest educational meeting dedicated to medical ultrasound. Nowhere else can health care professionals from all communities of practice directly interact with luminaries, educators, scientists and vendors to see the latest technology, research, and equipment on the market today.

### Tier 2: \$15,000

- ½ page ad in the *Preliminary Program*
- Logo and/or hyperlink on
  - AIUM convention website
  - 4 direct mailings
  - 6 convention marketing ads in the *JUM*
  - *Final Program*

**Company Impact:**  
**228,000 impressions**

As a nonprofit association, the AIUM relies on educational grants provided by companies committed to the advancement of ultrasound education, development of this prestigious event, and the vital role of the AIUM.

### Tier 3: \$10,000

- ½ page ad in the *Preliminary Program*
- Logo and/or hyperlink on
  - AIUM convention website
  - 6 convention marketing ads in the *JUM*
  - *Final Program*

**Company Impact:**  
**123,000 impressions**

### Tier 4: \$5,000

- Logo and/or hyperlink on
  - AIUM convention website
  - 6 convention marketing ads in the *JUM*
  - *Final Program*

**Company Impact:**  
**53,000 impressions**

### Marketing Distribution Breakdown:

*Preliminary Program*: 70,000 members and leads  
*Final Program*: 2000 attendees and 1 year online  
6 convention *JUM* ads: 51,000 *JUM* subscribers  
4 direct mailings: 175,000 members and leads  
6 email blasts: 42,000 members and prospects  
Signage: 2000 convention attendees

All companies providing an educational grant earn priority points in the Corporate Recognition Program.  
*Deadlines apply. Impressions can vary. All ads are ROB.*

**Act now!**

**Benefits begin immediately—don't be left out from a single promotion.**

For questions or custom quotes, contact Michele Lewis • [mlewis@aium.org](mailto:mlewis@aium.org)

# Support

## New Investigator Award

Through a peer-review process, the AIUM recognizes individuals who have been exceptionally dedicated to research in ultrasound. Two recipients will each receive \$500 for further research. Show your commitment and support of dedicated research, development, and quality in ultrasound in the professional community by supporting these prestigious awards. The awards will be presented at the Leadership Banquet. Includes company logo and hyperlink on the convention website, company logo in the *Preliminary Program* and *Final Program*, and signage.

**Educational Grant: \$2000**

## Case-of-the-Day Challenge Board

The Case-of-the-Day challenge is a fun and interactive way for attendees to diagnose a unique case study each day. This popular attraction draws attention throughout the day as attendees stop to study and submit their answers to the daily challenge. Each morning, the winners are posted, and a new case is unveiled. Includes company logo at the Case-of-the-Day display, logo and hyperlink on the convention website, company logo in the *Preliminary Program* and *Final Program*, and signage.

**Investment: \$3000**

## Preconvention Course Syllabi USB Flash Drive

Convenient and compact USB flash drive will hold the Preconvention Course Syllabi. Just plug it into your PC or Mac for easy file retrieval. The flash drive is imprinted with the AIUM logo. Your company logo appears on the first page of each course presentation. Your company may also provide a wrist lanyard, key chain, or carrying case for additional convenience and exposure. Includes logo and hyperlink on the convention website, company logo in the *Preliminary Program* and *Final Program*, and signage.

**Investment: \$3500**

## 2011 AIUM Annual Convention Official Proceedings

The 2011 AIUM Annual Convention *Official Proceedings* will be printed and distributed to all attendees to reference during and after the convention. This attendee-preferred format contains the abstracts of the entire convention, including Categorical Courses, Scientific Sessions, poster exhibits, and more. Educational grant acknowledgment is included on the inside front cover with your company logo and URL. Includes logo and hyperlink on the convention website, company logo in the *Preliminary Program* and *Final Program*, and signage.

**Investment: \$6000**

## Cyber Café

This combination exhibit-café package is an instant traffic builder and a great way to interact with attendees. Visitors to the Exhibit Hall will enjoy the convenience of the cyber café to check their e-mail and keep in contact with their office or family. This great café package also includes a 10' x 10' or 10' x 20' exhibit space adjacent to the café to showcase your company and products. For additional impact and customer convenience, decorate the café to coordinate with the look of your exhibit by adding chairs, extra tables, and marketing material. Package includes exhibit space, adjacent cyber café, 3 kiosk computer stations with Internet connections, Internet browser home page set to your company URL, large overhead banner, logo and hyperlink on the convention website, company logo in the *Preliminary Program* and *Final Program*, and signage.

**Note:** The 2011 Exhibit Hall will not have unlimited wireless access. This will be the only Internet access in the Exhibit Hall available to attendees.

**Investment: \$13,500** (café with 10' x 10' exhibit)  
**\$16,000** (café with 10' x 20' exhibit)

## Additional Advertising

### Tote Bag Inserts

Promote a new product or invite attendees to your exhibit for a special presentation. Enhance your exhibit presence by providing a printed promotional piece inserted into the official convention tote bag distributed to all attendees. Print size limit: 8½' x 11½', 2 pages/4 sides maximum. The insert must be preapproved by the AIUM. The finished insert must be received at the AIUM headquarters by March 4, 2011. Limited availability. Includes logo and hyperlink on the convention website and company name in the *Preliminary Program* and *Final Program*.

**Investment: \$2500**

### Room Distribution

Deliver your message right to the attendee's door with in-room distribution of a flyer or invitation to your exhibit or hospitality event. This is a "right-to-sponsor" event, and the company is responsible for making arrangements with the hotel and any additional costs that may apply. The item and copy must be preapproved by the AIUM. Not exclusive. Includes logo and hyperlink on the convention website and company name in the *Preliminary Program* and *Final Program*.

**Investment: \$1500**

### In-Room Video Presentation

Using an in-house television channel, broadcast your company message in a continuous loop to the AIUM room block. Both VHS and DVD formats are accepted. This is a "right-to-sponsor" event, and the company is responsible for making arrangements with the hotel and any additional hotel costs that may apply. Not exclusive. Video content must be preapproved by the AIUM. Includes logo and hyperlink on the convention website and company name in the *Preliminary Program* and *Final Program*.

**Investment: \$1500**

Production deadlines apply.

## Questions?

**Contact:** Michele Lewis • [mlewis@aium.org](mailto:mlewis@aium.org) • Phone: 800-638-5352 or 301-498-4100 • Fax: 301-498-4450

# Sponsor Program

## For 501(c)(3) or 501(c)(6) Organizations

### Convention Tote Bag

Providing long-term recognition, the official convention tote bag is one of the most visible opportunities of the event. This durable tote will be filled with the *Final Program* and convention information and provided to all registered attendees at check-in. The bag will be imprinted with your logo and the AIUM's logo. Support includes one tote bag insert, logo and hyperlink on the AIUM convention website, company logo in the *Preliminary Program* and *Final Program*, and signage.

Investment: \$20,000

### Pens and Notepads

Prepare attendees for sessions with the tools they need. Pens and Note Pads will be provided in the convention tote bag for convenient use during the event. The pens will be imprinted with the sponsor and AIUM logos. The notepads will include your logo and artwork and the AIUM convention information. Support includes logo and hyperlink on the AIUM convention website, company logo in the *Preliminary Program* and *Final Program*, and signage.

Investment: Pens: \$3000 • Note Pads: \$3500

### Speaker Ready Room

Show your appreciation to a key audience of over 200 luminaries in the Speaker Ready Room. This private room, provided for speakers and presenters is equipped with office essentials and computers for their preparation and convenience. Recognition signage will be displayed at the entrance and your company logo will be the screensaver on each computer monitor. Support also includes logo and hyperlink on the AIUM convention website, company logo in the *Preliminary Program* and *Final Program*, and signage.

Investment: \$1500

*Production deadlines apply. Sponsor earns Priority Points in the Corporate Recognition Program.*

### Questions?

Contact: Michele Lewis • National Sales Manager  
American Institute of Ultrasound in Medicine  
Phone: 800-638-5352 or 301-498-4100 • Fax: 301-498-4450  
mlewis@aium.org



**2011 AIUM Annual Convention**

**April 14-17, 2011**

**New York Marriott Marquis Hotel  
New York, New York**

[www.aium.org](http://www.aium.org)

# 2011 Advertising, Grant, and Support Reservation Form

## Company Information

Company/organization name \_\_\_\_\_  
(as it should appear in all marketing materials)

Address \_\_\_\_\_

City/state/postal code \_\_\_\_\_

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

Web address \_\_\_\_\_



**Send your  
completed reservation  
and full payment to:**

**American Institute of  
Ultrasound in Medicine**  
 2011 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

## Authorized Contact

Name \_\_\_\_\_ Title \_\_\_\_\_

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

E-mail \_\_\_\_\_  
(required: all correspondence will be via e-mail)

Send invoice/receipt to  Authorized contact  Other \_\_\_\_\_  
 E-mail \_\_\_\_\_

**E-mail your CMYK, high-resolution  
EPS company logo, advertising  
art, web button, and/or URL to  
mlewis@aium.org**

## Requested Advertising, Grant, and Support

Description	Investment/Grant
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____
<b>TOTAL DUE</b>	
	\$ _____

The AIUM reserves the right to charge the correct amount if different from the total listed.

## Authorization

All support must be prepaid for benefits to begin; 100% payment due within 30 days of receipt of invoice or by December 1, 2010, whichever comes first. All signed agreements are legal and binding; refunds will not be given for cancellations under any circumstances. Advertising deadlines apply.

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

Authorized contact signature \_\_\_\_\_

Date \_\_\_\_\_

**For questions or custom quotes, contact:  
Michele Lewis • mlewis@aium.org**

## Method of Payment (US dollars only)

Check payable to American Institute of Ultrasound in Medicine  
 American Express  MasterCard  Visa

Amount to be charged \$ \_\_\_\_\_

Credit card number \_\_\_\_\_

Name on card \_\_\_\_\_

Expiration date \_\_\_\_\_

Credit card billing address postal code \_\_\_\_\_

Card security code \_\_\_\_\_  
(Three- or 4-digit value printed on the card or signature strip)

Signature of cardholder \_\_\_\_\_



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

**2011 AIUM Annual Convention**

# Exhibitor Prospectus

The largest educational meeting  
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