

AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

2012 Annual Convention

March 29 – April 1, 2012

JW Marriott Desert Ridge Resort and Spa · Phoenix, Arizona

Exhibitor Prospectus



aum
PHOENIX 2012

Visit our website at www.aium.org, or call 800-638-5352
or 301-498-4100 for more information.



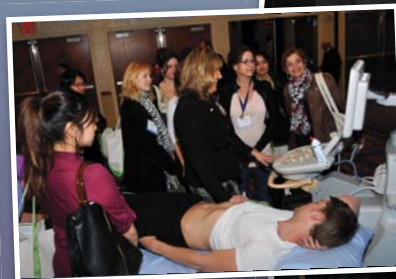
2012 AIUM Annual Convention & Preconvention Program

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Convention Contacts

Exhibit sales: Brenda Kinney, bkinney@aium.org
Advertising/support: Michele Lewis, mlewis@aium.org
Convention registration: Danielle Delanko, ddelanko@aium.org
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Phone: 800-638-5352 or 301-498-4100
Fax: 301-498-4450
Website: www.aium.org



March 29 – April 1, 2012 • JW Marriott Desert Ridge Resort and Spa • Phoenix, Arizona

The Largest Educational Meeting Dedicated to All Fields of Medical Ultrasound

The AIUM invites you to exhibit at the 2012 AIUM Annual Convention, the largest educational meeting dedicated to all fields of medical ultrasound. The AIUM is a nonprofit multidisciplinary medical association with more than 8900 members, including physicians, sonographers, educators, scientists, engineers, students, practice luminaries, and other health care providers from around the world.

Phoenix, Arizona will set the stage for this year's event. Come and enjoy the Valley of the Sun with perfect weather, beautiful sunsets, and the sheer beauty the surrounding desert offers. The *Exhibitor Prospectus* provides full details on all exhibition, advertising, and support opportunities available for the 2012 AIUM Annual Convention.

The 2011 Annual Convention drew a record attendance of more than 2100 corporate and clinical health care professionals. The Exhibit Hall remains an integral part of the convention, showcasing new products, the latest technology, live scanning, and collaborative networking. Attendees evaluate current and future purchases for their practices, hospitals, and facilities. The AIUM welcomes all exhibitors to attend the scientific sessions and be privy to new techniques and research in the field. And don't forget, when reserving your exhibit space, be sure to take advantage of special advertising rates and support opportunities designed to fit every budget and expand your presence before, during, and after the event.

AIUM—the association for medical ultrasound

Critical Dates

July 25, 2011	<i>Preliminary Program</i> advertising reservations due
October 3, 2011	Exhibit registration deadline to use priority points for space assignment
December 2, 2011	<i>Final Program</i> advertising reservation due
December 2, 2011	Deadline to submit Buyers Guide and <i>Final Program</i> company information
January 13, 2012	<i>Exhibitor Service Manual (ESM)</i> available online

Scan this QR code to see who exhibited in 2011.



<http://www.aium.org/cme/events/ann2011/ann2011.aspx>

Attendance by Primary and Subspecialty Certifications

- Abdomen
- Adult Echocardiography
- Breast
- Breast Surgery
- Anesthesiology
- Cardiovascular Disease
- Critical Care Medicine
- Diagnostic Radiology
- Emergency Medicine
- Endocrinology
- Family Medicine
- Fetal Echocardiography
- Gastroenterology
- Gynecology
- Internal Medicine
- Maternal and Fetal Medicine
- Neurology
- Neuroradiology
- Neurosonology
- Nuclear Medicine
- Obstetrics
- Ophthalmic Biometry
- Ophthalmology
- Orthopedic Surgery
- Pathology
- Pediatric Radiology
- Pediatric Echocardiography
- Pediatrics
- Physical Medicine and Rehabilitation
- Physician's Vascular Interpretation
- Podiatry
- Reproductive Endocrinology and Infertility
- Rheumatology
- Sports Medicine
- Surgery
- Vascular and Interventional Radiology
- Vascular Surgery
- Vascular Technology
- Urology

About the AIUM

The AIUM is a multidisciplinary medical 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 8900 members, including physicians, scientists, sonographers, manufacturers' representatives, students, and other health care professionals. AIUM membership has grown more than 12% annually for the past 2 years, showing our ever-expanding presence and value in the medical ultrasound community.

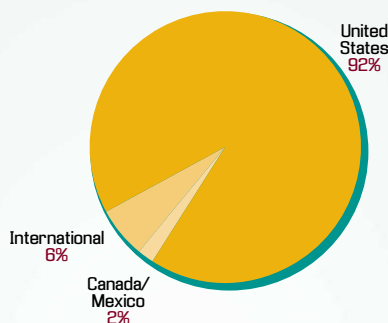
Scan this QR code to learn more about the AIUM.



www.aium.org

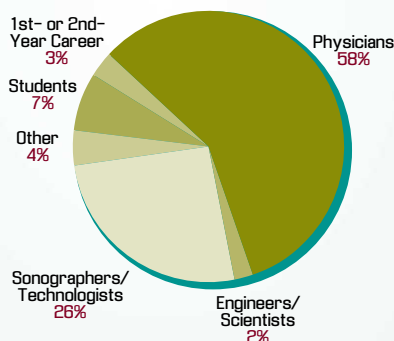
AIUM Membership: 8961

United States	8231
Canada/Mexico	223
International	507



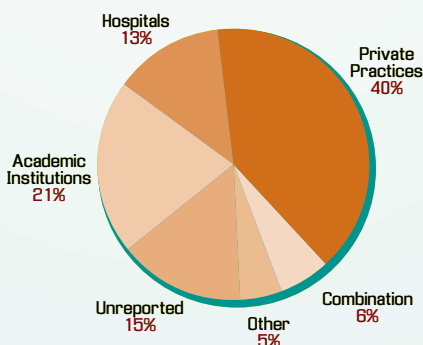
Professions

Physicians	5228
Engineers/scientists	174
Sonographers/technologists	2353
Other health care providers	326
Students	625
First- or second-year career	255



Primary Employers

Academic institutions	1952
Hospitals	1124
Private practices	3549
Combination	517
Other	478
Unreported	1341



Convention Attendance

2011—New York, New York

Exhibitors	316
Scientific registrants	1556
Other	263
Total	2135

2010—San Diego, California

Exhibitors	296
Scientific registrants	1340
Other	52
Total	1688

2009—New York, New York

Exhibitors	271
Scientific registrants	1542
Other	88
Total	1901

Exhibit Information

Convention Dates and Location

Preconvention: Thursday, March 29, 2012

Convention: Friday–Sunday, March 30–April 1, 2012

Location: JW Marriott Desert Ridge Resort and Spa
5350 E Marriott Dr, Phoenix, Arizona 85054 USA

Exhibit Hall Location: Grand Saguaro Ballroom, Level 1

Phone: 480-293-5000

Preliminary Exhibitor Schedule

Exhibit Move-in

Thursday, March 29	8:00 AM–5:00 PM
Friday, March 30	8:00 AM–10:30 AM

Exhibit Hall Hours

Friday, March 30	11:30 AM–4:30 PM
<i>Grand Opening Luncheon</i>	11:30 AM–1:00 PM
Saturday, March 31	9:30 AM–4:30 PM
<i>Refreshment Break</i>	9:45 AM–10:15 AM
<i>Lunch</i>	11:45 AM–1:00 PM
<i>Refreshment Break</i>	3:45 PM–4:15 PM
Sunday, April 1	9:30 AM–2:00 PM
<i>Refreshment Break</i>	10:15 AM–10:45 AM
<i>Lunch</i>	12:30 PM–1:30 PM

Exhibit Move-out

Sunday, April 1	2:00 PM–10:00 PM
Monday, April 2	8:00 AM–12:00 PM

Schedule is preliminary and subject to change.

Exhibit Rates

In-line booth: \$3000

Corner booth: \$3150

Rates are per 10' × 10' space.

Island: In-line and corner position rates apply for each 10' × 10' area. Payment in full is due with the submission of the Exhibit Space Application.

Institutions and nonprofit organizations [US Tax Code 501(c)(6) or 501(c)(3)], and recruiting hospital discount:

In-line booth: \$2850

Corner booth: \$3000

Note: In-line exhibits have a height limit of 8'. Island displays have a height limit of 15'. 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, exhibit locations, or exhibit height as may be deemed necessary, making equitable adjustment with the exhibitor affected.

Exhibit Space Includes

- 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
- Live scanning opportunity
- Acknowledgment on the AIUM convention website
- Company profile in the *Final Program*
- 1-year Buyers Guide online listing
- Exhibit Hall Grand Opening Luncheon (unopposed time)
- 1 convention tote bag, *Final Program*, and *Official Proceedings*
- Preconvention or postconvention attendee mailing list
- AIUM convention Twitter hash tag
- Advertising discounts in the *Journal of Ultrasound in Medicine*
- Support and educational grant opportunities
- Exhibitor Advisory Council meeting
- Priority points

Note: Benefits are based on each 10' × 10' space purchased. Furniture, such as tables and chairs, and services are available for purchase separately. Exhibitor staff and guest passes provide access to scientific programs but are exclusive of CME credits. Scientific Program registration includes chance to earn CME credits. Publication deadlines apply.

Exhibit Hall Grand Opening Luncheon

The AIUM kick-starts the convention with the Opening Session, followed immediately by the Exhibit Hall Grand Opening Luncheon. The Grand Opening Luncheon generates very high traffic as attendees get their first look at companies, services, and new technology.



Payment

Payment in full is due with the submission of the Exhibit Space Application. Applications submitted without full payment will not be added to the processing queue for 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
2012 Annual Convention Exhibits
14750 Sweitzer Ln, Suite 100
Laurel, MD 20707-5906 USA

Space Assignment

Exhibit space assignments are based first on priority points and then on a first-come, first-served basis, according to the date and time the Exhibit Space Application is received. The deadline to use priority points for space assignment is October 3, 2011. Applications without full payment will not be added to the processing queue for space assignment until payment is received. Receipt of an 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.

Hotel Accommodations

JW Marriott Desert Ridge Resort and Spa
5350 E Marriott Dr
Phoenix, Arizona 85054 USA
Phone: 480-293-5000



The AIUM has secured a block of rooms in the JW Marriott Desert Ridge Resort and Spa. Discounted room rates of \$289 single/double are available until March 5, 2012.

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. All costs associated with hospitality rooms are the responsibility of the exhibitor.

Advertised activities may only take place Friday, March 30, after 6:00 PM. Hospitality events are not permitted during regularly scheduled hours of meetings, exhibits, or other AIUM functions. All functions must be preapproved by the AIUM. Contact Brenda Kinney at bkinney@aium.org for more information.

Cancellations

The AIUM will refund the exhibit fee less a service charge of \$500 for any cancellation request received in writing by December 16, 2011. No refunds will be made after that date, and applicants are responsible for the full payment of the exhibit space.

Convention Contacts

Exhibit sales: Brenda Kinney, bkinney@aium.org
Advertising/support: Michele Lewis, mlewis@aium.org
Convention registration: Danielle Delanko, ddelanko@aium.org
Press/public relations: Jennifer Costello, jcostello@aium.org
Phone: 800-638-5352 or 301-498-4100
Fax: 301-498-4450
Website: www.aium.org

Planning Calendar

March 29–April 1, 2012 • JW Marriott Desert Ridge Resort and Spa • Phoenix, Arizona



Advertising Deadlines

	Insertion Order	Art to AIUM
<i>Preliminary Program</i>	July 25, 2011	August 8, 2011
<i>Final Program</i>	December 2, 2011	January 20, 2012
<i>Journal of Ultrasound in Medicine</i>		
February issue	January 3, 2012	January 9, 2012
March issue	February 3, 2012	February 7, 2012
April issue	March 5, 2012	March 7, 2012
Tote bag inserts due at AIUM		March 12, 2012

Forms Deadlines

	Deadline
Exhibit Space Application deadline to use priority points	October 3, 2011
Space assignment begins	October 10, 2011
Space cancellation deadline	December 16, 2011
Online Buyers Guide and <i>Final Program</i> company profile Your Buyers Guide listing will be included in the <i>Final Program</i> .	December 2, 2011
<i>Exhibitor Services Manual (ESM)</i> available online at www.MyFreemanOnline.com	January 13, 2012
Exhibitor Badge and Scientific Program registration form due	February 10, 2012
Live Scanning Participation form due	February 10, 2012
Letter of intent to use an exhibitor-designated contractor and insurance certificate deadline	February 10, 2012
Hotel accommodation special rates expire	March 5, 2012

Exhibit Hall Activity

Promotional giveaway approval deadline	March 12, 2012
Food and beverage approval deadline	March 12, 2012
Advance warehouse shipment deadline	March 29, 2012
Exhibitor registration opens and move-in begins	March 29, 2012
Preconvention Program begins	March 29, 2012
Convention begins and Exhibit Hall opens	March 30, 2012
Exhibit Hall closes and exhibit move-out begins	April 1, 2012

Dates are subject to change.

Convention Services

Official Contractor

Freeman is the designated general contractor for the 2012 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 13, 2012.

Freeman

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

Exhibit Move-in

Thursday, March 29	8:00 AM–5:00 PM
Friday, March 30	8:00 AM–10:30 AM

Exhibit Move-out

Sunday, April 1	2:00 PM–10:00 PM
Monday, April 2	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 10:30 AM on Friday, March 30, 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, including tables and chairs, 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	\$87.00 per hour
Overtime	\$130.50 per hour
Double time (1 hour minimum per person)	\$174.00 per hour

Estimated Drayage Rates

Crates/skidded warehouse	\$84.20
Crates/skidded show site	\$88.30
Special handling, warehouse	\$109.50
Special handling, show site	\$114.80
Uncrated/pad wrapped, show site (all minimum 200 lb)	\$132.50

Overtime

Crated/skidded	\$22.10
Special handling	\$28.70
Uncrated/pad wrapped	\$33.20

Drayage/Shipping Instructions

Materials shipped in advance should be sent directly to the official contractor and addressed exactly as shown in the *ESM*. Do not ship exhibit material directly to the JW Marriott Desert Ridge Resort and Spa. 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 bkinney@aium.org by February 10, 2012. 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.

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 JW Marriott Desert Ridge Resort and Spa 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 15’. Exhibit height is 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. Contact Brenda Kinney at 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 10, 2012. Submit to Brenda Kinney at bkkinney@aium.org.

9. Exhibit Staff and Guest Registration

Register your exhibit staff and designate your key contact by completing the Exhibitor Badge and Scientific Program registration form provided in the exhibit confirmation package. The deadline to submit the registration form is February 10, 2012. All exhibit personnel, business guests, and models are required to check in and pick up their own badges. Company identification (business card) will be required.

10. Scientific Program Registration

For each 10’ × 10’ booth purchased, exhibitors receive 1 complimentary scientific program registration providing one of your representatives the chance to earn CME credits. Registration must be submitted in advance using the Exhibitor Badge and Scientific Program registration form provided with the exhibit confirmation. Scientific Program registration badges and will be available at the Advance Registration Desk.

11. 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 will be required to complete an AIUM Model Consent form.

12. 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.

13. Smoking

The JW Marriott Desert Ridge Resort and Spa is a 100% smoke-free environment.

14. 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.

15. 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.

16. Animals

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

17. 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 no later than March 12, 2012. All food and beverage arrangements must be made through the JW Marriott Desert Ridge Resort and Spa.

18. 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.

19. Parking

Free self-parking is available to registered guests at the JW Marriott Desert Ridge Resort and Spa. The AIUM does not validate parking.

20. 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.

21. 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.

22. 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.

23. Enforcement

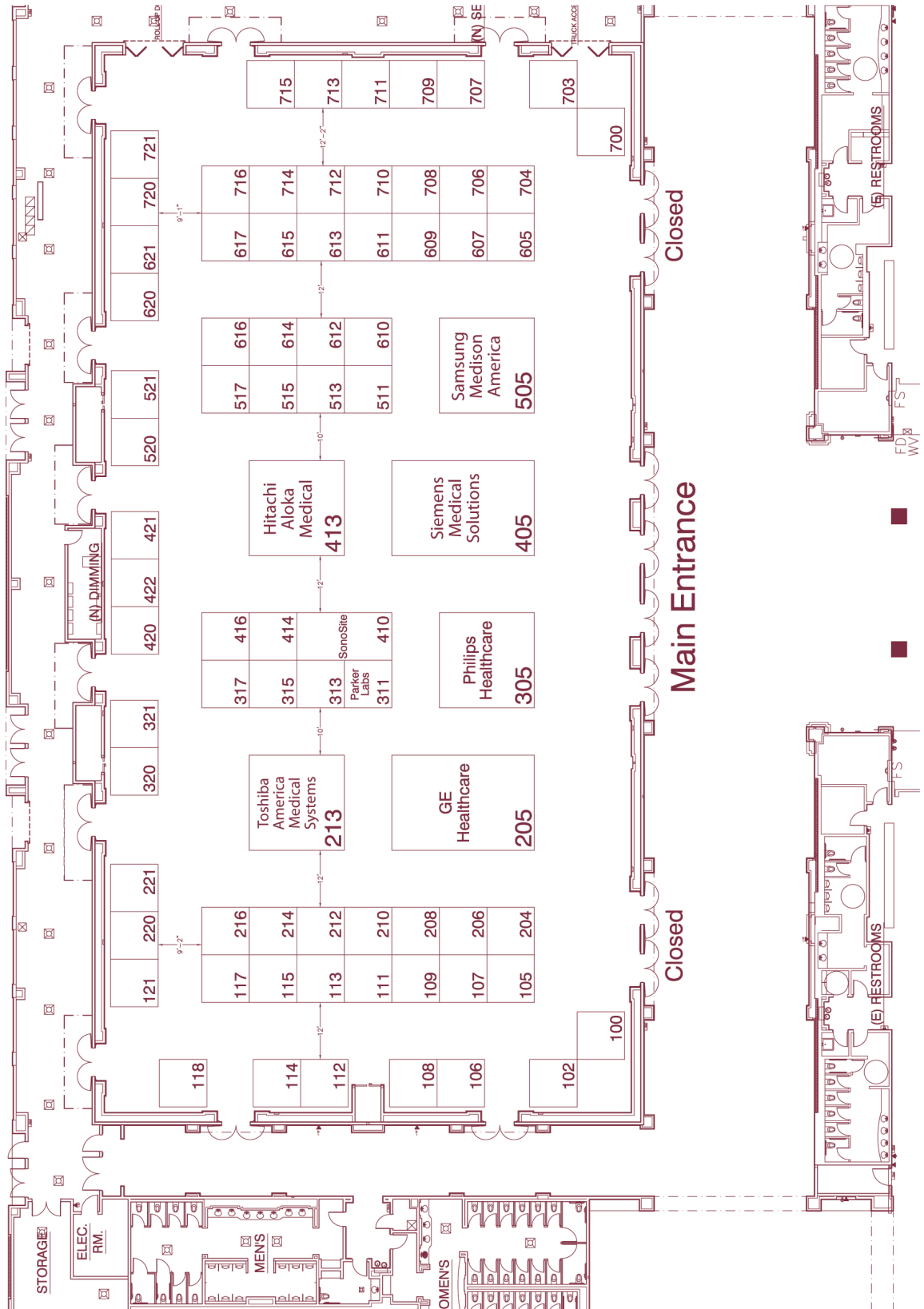
Management reserves the right to close or refuse to accept any exhibit application that does not conform to the general character of the show or in which an exhibitor fails to comply with the rules set forth herein. The AIUM may also close an exhibit at any time for noncompliance of construction regulations 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.

24. 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

JW Marriott Desert Ridge Resort and Spa Grand Saguaro Ballroom • Level 1



2012 Exhibit Space Application

Exhibitor Information (type or print clearly)

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

 Address _____
 City/state/country/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)

Contact _____
 E-mail _____
(required: all exhibitor updates are sent via e-mail)
 Work Phone _____
 Cell Phone _____
 Fax _____

Attendee Mailing List (select 1)

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

Exhibit Space Request

Please reference the Exhibit Hall Floor Plan. If requesting more than one 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	\$3000	\$ _____
Corner position	\$3150	\$ _____
Nonprofit/institute in-line	\$2850	\$ _____
Nonprofit/institute corner	\$3000	\$ _____
Total Due		\$ _____

Authorization

In accordance with the AIUM 2012 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 the exhibit fee less a service charge of \$500 for any cancellation request received in writing by December 16, 2011. No refunds will be made after that date.

Authorized signature _____
 Print name _____
 Phone _____ Date _____

Method of Payment (US dollars only)

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

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

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 _____

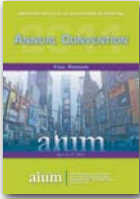


Send your completed application and full payment to:

American Institute of Ultrasound in Medicine • 2012 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 • Contact: Brenda Kinney, bkinney@aium.org

AIUM USE ONLY

Date received _____ Amount paid _____ Booth size _____ Space assigned _____

Advertising and Support

<p>Preliminary Program</p> 	<p>Target audience: 70,000+ members, subscribers, and qualified leads Distribution date: mailed September 26, 2011 Publication trim size: 8¼" × 10⁷/₈" Insertion orders due: July 25, 2011 Materials due: August 8, 2011</p> <p>Ad sizes are the same as <i>JUM</i>—see specs below. All ads print in CMYK. Submit as high-resolution PDF file.</p>	<p>Space and Rates</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>Final Program</p> 	<p>Target audience: 2000 convention attendees Distribution date: March 29–April 1, 2012</p> <p>Cover ad trim size: 6" × 8½" Cover ad bleed size: 7" × 9½" (minimum ½" bleed on all sides) Cover ad live area: 5" × 7½" (minimum ½" gap on all sides)</p> <p>Tab ad trim size: 5½" × 8½" Tab ad bleed size: 6½" × 9½" (minimum ½" bleed on all sides) Tab ad live area: 4½" × 7½" (minimum ½" gap on all sides)</p> <p>½ page horizontal run of book (ROB) trim size: 4½" × 3½"</p> <p>Insertion orders due: December 2, 2011 Materials due: January 20, 2012</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>Space and Rates</p> <p>Cover 2, 3, or 4 \$3000</p> <p>Tab page \$1800 (full left page)</p> <p>½ page horizontal, ROB \$800</p>																								
<p>Journal of Ultrasound in Medicine (JUM)</p> 	<p>Distribution: 9200 members and subscribers Publication trim size: 8¼" × 10⁷/₈"</p> <p>Full page ad size (with bleed): 8½" × 11½" ½ page ad size (horizontal): 7" × 4³/₄" ½ page ad size (vertical): 3½" × 10" ¼ page ad size (vertical): 3½" × 4.75"</p> <p>Offer valid for the February, March, and April 2012 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. All ads must have a minimum ⅛" bleed on all sides. See <i>Media Kit</i> for space reservations, material deadlines, and additional ad specifications.</p>	<p>Special Exhibitor Rates</p> <table border="1"> <thead> <tr> <th></th> <th>1x</th> <th>3x</th> </tr> </thead> <tbody> <tr> <td>4-color</td> <td></td> <td></td> </tr> <tr> <td>Full page</td> <td>\$2649</td> <td>\$1960</td> </tr> <tr> <td>½ page</td> <td>\$2160</td> <td>\$1470</td> </tr> <tr> <td>Black and white</td> <td></td> <td></td> </tr> <tr> <td>Full page</td> <td>\$2000</td> <td>\$1330</td> </tr> <tr> <td>½ page</td> <td>\$1250</td> <td>\$910</td> </tr> <tr> <td>¼ page</td> <td>\$700</td> <td>\$500</td> </tr> </tbody> </table>		1x	3x	4-color			Full page	\$2649	\$1960	½ page	\$2160	\$1470	Black and white			Full page	\$2000	\$1330	½ page	\$1250	\$910	¼ page	\$700	\$500
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Black and white																										
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¼ page	\$700	\$500																								

All ads must be preapproved. AIUM *Media Kit* advertising policies and procedures apply. Scan the QR code or visit www.aium.org/advertising/mediaKit.pdf to view the *Media Kit*.

Contact Michele Lewis at mlewis@aium.org for more information.



The AIUM gives exhibitors the exclusive opportunity to maximize their exposure before, during, and after the event with specially-priced advertising, support, and educational grant opportunities.

FREE! AIUM Buyers Guide and Final Program Company Listing

Included with your exhibit registration is a 1-year free online listing on the AIUM Buyers Guide. Your listing will be printed alphabetically and referenced by category in the *Final Program* for attendee review. The deadline to submit a listing for the *Final Program* is December 2, 2011. See Exhibitor Packet for instructions.

New! AIUM Member List Rental

For the first time ever, exhibitors can rent a 1-time use of the entire AIUM member mailing list. The AIUM's mailing list is a proven way to enhance any direct mail campaign and reach thousands of ultrasound professionals. List will be e-mailed 6 weeks prior to the convention. The AIUM must approve all mail pieces before mailing. For complete terms of use, www.aium.org/advertising/advertising.aspx.

Investment: \$2500

Hotel Room Key Cards

Your advertisement on the hotel room key cards will act as a visual reminder of your presence in the Exhibit Hall. The cards perform double duty if you to add a Quick Response (QR) Code to the back for an interactive experience that attendees will want to take back to their office and share with their colleagues. This is a "right-to-sponsor" item, and the company is responsible for making arrangements with the hotel, production costs, and any additional fees that may apply. Art must be preapproved by the AIUM. Includes company logo/link on the convention website, and name in the *Final Program* and on signage. Print area: 2 sides, 4-color front and 1-color back. Art deadline: February 10, 2012.

Investment: \$2000

Column Wraps

Column wraps offer four 4' x 8' panels of display space to catch the attention of attendees moving between meetings and the Exhibit Hall. Add a countertop to the wrap and convert the column into a convenient break area for attendees to gather, check e-mail, or enjoy coffee. Includes company logo/link on the convention website, and name in the *Final Program* and on signage. Limited availability. Art deadline: March 7, 2012.

Investment: \$5000 each; additional countertop: \$1000

Escalator Overhead Banner

This escalator banner hangs against the fascia above the down escalators and steps leading to the meeting rooms and Exhibit Hall and provides an amazing 120 square feet of message space. Showcase a new product premiere or reinforce a familiar reliable brand with custom graphics, logo, and more. Includes company logo/link on the convention website, and name in the *Final Program* and on signage. Print area: 8' x 15' horizontal, 4-color. Art deadline, March 7, 2012.

Investment: \$4500

Step Kickplate Decals

A unique idea that demands attention. Attendees will have fun reading your cascading message displayed on full-color 5.5" high x 13" wide decals applied to the kickplates of the steps outside the meeting rooms and Exhibit Hall. Decals are positioned on every other step for easy reading. Display one or create a running "Burma-Shave"-type message. Includes company logo/link on the convention website, and name in the *Final Program* and on signage. Twelve positions available. Art deadline: March 7, 2012.

Investment: \$500 per step

Gobo

Company logo projected on the wall at the bottom of the escalators leading to sessions and the Exhibit Hall. Two positions available. Up to 3-color graphic displayed for 3 days. Includes company logo and hyperlink on the convention website, and name in the *Final Program* and on signage.

Investment: \$2500

Tote Bag Inserts

Advertise by providing a printed educational piece inserted into the official convention tote bag distributed to all attendees. Print size limit: 8½" × 11", 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 12, 2012. Limited availability. Includes company logo/link on the convention website, and name in the *Final Program* and on signage.

Investment: \$2500

Room Distribution

Deliver your message right to the hands of attendees. Your flyer or invitation to a hospitality event will be slipped under the door of each guest room and can be read while relaxing each evening. 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 company logo/link on the convention website, and name in the *Final Program* and on signage.

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. 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. DVD format accepted. Not exclusive. Video content must be preapproved by the AIUM. Includes company logo/link on the convention website, and name in the *Final Program* and on signage.

Investment: \$1500

Preconvention Course Syllabi USB Flash Drive

The Preconvention Course syllabi will be provided on a convenient and compact USB flash drive imprinted with the AIUM logo. Includes company logo on the first page of the syllabus, company logo/link on the convention website, and logo in the *Final Program* and on signage. Sponsor may also provide a wrist lanyard, key chain, or carrying case for additional exposure. Art deadline: February 1, 2012.

Investment: \$4000

New Investigator Award

Through a peer review process, the AIUM recognizes residents, fellows, faculty members, or sonographers who have been in practice for fewer than 5 years. Two \$500 prizes are awarded at the Leadership Banquet: 1 for clinical research and 1 for nonclinical research. Your support honors and encourages excellence in the quality of ultrasound now and in the future. Includes company logo/link on the convention website, and logo in the *Final Program* and on signage.

Investment: \$2000

2012 AIUM Annual Convention Official Proceedings

The 2012 AIUM Annual Convention *Official Proceedings* is printed as a supplement to the *Journal of Ultrasound in Medicine* and distributed to all attendees to reference during and after the convention. This attendee-preferred format contains the abstracts of the entire convention, including Oral and Special Interest Sessions, e-posters, and more. Includes educational grant acknowledgment, company logo and URL on the inside front cover, logo/link on the convention website, and logo in the *Final Program* and on signage.

Investment: \$5000

Case-of-the-Day Challenge

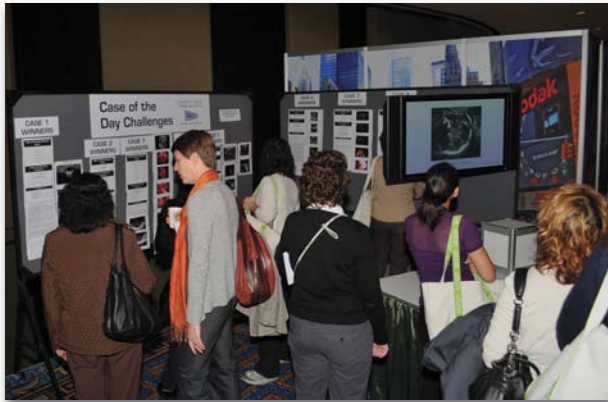
The Case-of-the-Day challenge is a fun and interactive way for attendees to diagnose a unique case study each day. This popular attraction draws attention throughout the day as attendees stop to study and submit their answers to the daily challenge. Each morning, the winners are posted, and a new case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

Investment: \$3000

Exhibit Hall Wireless Access

Give attendees access to the wireless network in the Exhibit Hall by sponsoring the wireless connection. The Exhibit Hall is located next to the session rooms, providing a convenient location for attendees to stop between courses and during breaks to check their e-mail or keep up with business. The AIUM will promote the access code and provide recognition throughout the event. Includes branded default home page, company logo/link on the convention website, and logo in the *Final Program* and on signage.

Investment: \$10,000



All art and copy subject to approval by the AIUM.

The following items are available to
501(c)(3) or 501(c)(6) organizations

Convention Tote Bag

Promoting long-term recognition, the official convention tote bag is one of the most visible opportunities of the event. Provided to all attendees at check-in, this durable bag is designed to be used during and after the event. The bag will be imprinted with your logo and the AIUM logo to act as a visual reminder of your contribution to ultrasound education. Includes bag imprint, 1 tote bag insert, company logo/link on the convention website, and logo in the *Final Program* and on signage.

Investment: \$20,000

Pens and Notepads

Pens and notepads will be provided in the convention tote bag for the convenience of attendees 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. Includes company logo/link on the convention website, and logo in the *Final Program* and on signage.

Investment: pens, \$3000; notepads, \$3500

Speaker Ready Room

This private room, provided for speakers and presenters, is equipped with office essentials and computers for their preparation and convenience. Includes recognition at the entrance, branded screen saver on each computer monitor, company logo/link on the convention website, and logo in the *Final Program* and on signage.

Investment: \$1500

Questions?

Contact Michele Lewis, National Sales Manager, at 800-638-5352 or 301-498-4100, or by e-mail at mlewis@aium.org.

Unrestricted Educational Grants

Unrestricted educational grants from companies make it possible for the AIUM to implement programs and initiatives in the ultrasound community. The goal of the AIUM is to continue to make a difference in the safe and effective use of medical ultrasound through professional and public education, research, development of guidelines, and accreditation. With the help and support of these companies, we will continue to see improvements in years to come. Educational grants are fully tax-deductible to the extent of the law.

The American Institute of Ultrasound in Medicine is a multidisciplinary medical association dedicated to advancing the safe and effective use of ultrasound in medicine through professional and public education, research, development of guidelines, and accreditation. In existence since 1952, membership consists of more than 8900 physicians, scientists, sonographers, manufacturers' representatives, students, and other health care professionals. Membership has grown more than 12% annually for the past 2 years, showing our ever-expanding presence and value in the ultrasound community.

The AIUM can achieve its goals with your support.

Support the 2012 AIUM Annual Convention With an Unrestricted Educational Grant

(type or print clearly)

2012 Educational
Grant Pledge

\$ _____

Thank you for your support.

Company/organization name _____

Authorized contact _____ Title _____

Phone _____ Fax _____

Address _____

City/state/country/postal code _____

Authorized contact signature _____

Date _____ E-mail _____

Method of Payment *(US dollars only)*

Check payable to American Institute of Ultrasound in Medicine

American Express MasterCard Visa

Signature of cardholder _____

Name on card _____

Credit card number _____ Expiration date _____

Credit card billing address postal code _____ Card security code _____

(Three- or 4-digit value printed on the card or signature strip)

AIUM—the association for medical ultrasound

Contact: Michele Lewis • mlewis@aium.org • Phone: 800-638-5352 or 301-498-4100 • Fax: 301-498-4450
14750 Sweitzer Ln, Suite 100 • Laurel, MD 20707-5906 USA

2012 Advertising and Support Order Form

Company Information (type or print clearly)

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

Address _____

City/state/country/postal code _____

Web address _____

Authorized contact _____

Title _____

Phone _____ Fax _____

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



Send completed form and full payment to:

American Institute of Ultrasound in Medicine
 2012 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
 Contact: Michele Lewis, mlewis@aium.org

Program and JUM Advertising

(See page 12 for printing specifications.)

	Ad Description	Rate
<i>Preliminary Program</i> Deadline: July 25, 2011		
<i>Final Program</i> Deadline: January 20, 2012		
<i>Journal of Ultrasound in Medicine (JUM)</i> <small>(See Media Kit for additional printing specifications and deadlines.)</small>		

Advertising and Support

(See pages 13-15 for details.)

	Quantity	Investment

Unrestricted Educational Grant

(See page 16 for details.)

	Investment
<i>Unrestricted Educational Grant Pledge</i>	

TOTAL

Authorization

All support must be prepaid for benefits to begin; 100% payment due within 30 days of receipt of invoice or by January 10, 2012, 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

E-mail your CMYK, high-resolution EPS company logo, advertising art, Web button, and/or URL to 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 \$ _____
The AIUM reserves the right to charge the correct amount if different from the total listed.

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



2012 AIUM Annual Convention

Exhibitor Prospectus

Visit our website at www.aium.org,
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or 301-498-4100
for more information.

AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

2012 AIUM Annual Convention

March 29 – April 1, 2012 · JW Marriott Desert Ridge Resort and Spa · Phoenix, Arizona

Exhibitor Prospectus

