AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

Annual Convention and Preconvention Program

March 29–April 2, 2014
Caesars Palace • Las Vegas, Nevada

Exhibitor Prospectus

Bringing together the entire medical ultrasound community

www.aium.org
2014 Annual Convention and Preconvention Program

Important Dates and Deadlines to Remember

2013
October 11 Exhibit Space Application deadline to use priority points
October 14 Space assignment begins

2014
January 10 Buyers Guide/Final Program/convention app company profile due
(Submit profile online at http://www.aium.org/resources/buyersGuide.aspx)
Final Program and Official Proceedings advertising space reservations due
January 24 Exhibitor Services Manual available online at www.MyFreemanonline.com
February 7 Live Scanning Participation form due
Letter of intent to use an exhibitor-designated contractor and insurance certificate deadline
Exhibitor Badge and Scientific Program Registration form due
February 21 Promotional giveaway approval deadline
Food and beverage approval deadline
February 24 Hotel accommodation special rates expire
March 21 Advance warehouse shipment deadline
March 29 Exhibitor registration opens and move-in begins
Preconvention Program begins
March 30 Convention opens and Exhibit Hall opens at 11:30 AM
April 2 Exhibit Hall closes at 4:00 PM and exhibit move-out begins

Note: Dates may be subject to change.
Invitation to the 2014 American Institute of Ultrasound in Medicine Annual Convention

What: An educational forum for the ever-expanding audience of medical professionals in hospitals, academia, private practice, and research institutions who use ultrasound in diagnosis and treatment.

When: March 29–April 2, 2014.

Where: Caesars Palace in Las Vegas, Nevada—a hotel known for its outstanding convention facilities.

Who: Physicians from all medical specialties who are recognizing ultrasound’s safety, cost-effectiveness, and speed in patient care; sonographers and sonologists who are scanning more patients and different anatomy than ever before; engineers and scientists who are researching the means to enhance ultrasound’s diagnostic capabilities; insurers and administrators who are looking for means to cut costs while still offering excellent care for patients; and medical students who are only beginning to learn about ultrasound’s potential.

Why: Attendees consider the Exhibit Hall an integral part of the convention and their educational enrichment. They come to this meeting to learn about new products that will enable them to do their jobs better, to review and update their technical knowledge of equipment and services they may already use, to witness live scanning by industry experts, and to learn what’s available to help them provide even better patient care.

Benefits: The American Institute of Ultrasound in Medicine (AIUM) considers a convention successful only if both the attendees and the vendors benefit from participation. Thus, the AIUM works diligently to promote booth traffic to maximize every vendor’s return on investment (ROI) and every attendee’s educational experience:

• Unopposed Exhibit Hall hours to increase vendor/attendee interaction;
• Complimentary coffee, lunches, and refreshment breaks in the Exhibit Hall to ensure a steady flow of traffic;
• Extended exhibit hours compared with previous years to ensure that all attendees have the time they need to learn about the products and services available to help them provide better patient care;
• The opportunity to market to attendees before, during, and after the convention with preconference and postconference attendee mailing lists;
• Exclusive advertising discounts in the Journal of Ultrasound in Medicine;
• Special on-site advertising and promotional opportunities;
• Significantly lower labor rates compared with previous years; and
• Opportunities to showcase products during hands-on sessions—among the most popular educational activities at every convention.

Join us in Las Vegas for the opportunity to meet those who make the decisions about which products their facilities will purchase.
About the AIUM

The AIUM is a nonprofit multidisciplinary medical association dedicated to advancing the art and science of ultrasound in medicine through professional and public education, scientific research, and the development of guidelines, accreditation, and literary and professional activities. The AIUM has more than 9700 members, including physicians, sonographers, educators, scientists, engineers, students, and other health care providers from around the world. The AIUM publishes the *Journal of Ultrasound in Medicine*, a peer-reviewed monthly medical journal dedicated to all aspects of medical ultrasound, produces *Sound Waves*, a biweekly e-newsletter, conducts continuing medical education (CME) courses and webinars, offers DVD and educational support materials, and leads 18 Community of Practice professional networking forums.

**Membership Statistics**

- 9725 total members
- 742 international members representing more than 80 countries

**Primary Employers**

- 23% Academic institutions
- 14% Hospitals
- 39% Private practices
- 6% Combination
- 18% Other/unknown

**Membership Classification**

- 57% Physicians
- 26% Sonographers/technologists
- 9% Nonphysicians (scientists, nurses, therapists, physician’s assistants, and first- and second-year careers)
- 7% Students/fellows
- 1% Retired

**Communities of Practice/Interest Groups (% of Total Membership)**

- 12% Basic Science and Instrumentation
- 13% Cardiovascular Ultrasound
- 5% Contrast-Enhanced Ultrasound
- 2% Elastography
- 14% Emergency and Critical Care Ultrasound
- 19% Fetal Echocardiography
- 26% General/Abdominal Ultrasound
- 36% Gynecologic Ultrasound
- 5% High-Frequency Clinical and Preclinical Imaging
- 10% Interventional/Intraoperative Ultrasound
- 17% Musculoskeletal Ultrasound
- 8% Neurosonology
- 55% Obstetric Ultrasound
- 13% Pediatric Ultrasound
- 21% Sonography
- 4% Therapeutic Ultrasound
- 3% Ultrasound in Global Health
- 4% Ultrasound in Medical Education

(Members may identify more than 1 interest area.)
About the Attendees and Exhibitors

**Convention Attendance**

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendance</th>
</tr>
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<tbody>
<tr>
<td>2013</td>
<td>New York, New York</td>
<td>2409</td>
</tr>
<tr>
<td>2012</td>
<td>Phoenix, Arizona</td>
<td>1851</td>
</tr>
<tr>
<td>2011</td>
<td>New York, New York</td>
<td>2135</td>
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</table>

**What are attendees saying?**

"I enjoyed the mix of physician subspecialists, basic scientists, and sonographers. The multidisciplinary society brings people from different perspectives together."

"Always a great meeting, topics, people, warm atmosphere, food during lunch and break times, excellent exhibits... the only yearly convention I never want to miss."

"All meeting rooms and Exhibit Hall were close, making it very easy and fast to get from room to room."

"The exhibition was great because we were able to see new technology, especially what types of machines/phantoms are out there and practice using them."

"The lectures and hands-on sessions with lots of machines and volunteers! They are the best ultrasound education I receive each year."

"The breaks and lunches in the Exhibit Hall allowed me an extra opportunity to spend time reviewing the exhibits."

"I loved the multidisciplinary approach—I am a gynecologist and learned from the cardiologists, PhDs, radiologists, etc."

90.6% of attendees rate the commercial exhibits as good or excellent.

**Who Should Exhibit**

Our attendees are looking for these and other medical products and services:

- Accreditation/certification
- Associations/medical societies
- Computer software/hardware/monitors/technology
- Consulting services/diagnostic equipment/systems
- Doppler instrumentation
- Educational/training materials
- Equipment testing/quality control
- Ergonomic furniture/workstations
- Film/recording paper
- Financial services
- Food/nutritional products
- Gel/gel warmers
- Government agencies
- Harmonic imaging systems
- Hygiene products
- Insurance
- Intercavitary equipment
- Intraoperative equipment
- Laboratory services
- Laparoscopic equipment
- Leasing/preowned/buying and selling services
- Management/operations
- Market research
- Maternity products/supplies
- Medical equipment/supplies
- Mobile medical services
- Needles
- Original equipment manufacturer products and supplies
- Office equipment/supplies/furniture
- Phantoms
- Pharmaceuticals
- Physician recruitment services
- Picture archiving and communication systems/acquisition devices/mini devices/workstations
- Portable equipment
- Probes
- Publishing/books/videos
- Repair and service
- Research and development
- Sheaths
- Simulators
- Surgical instruments/supplies
- Three- and four-dimensional imaging technology
- Ultrasound-guided devices

**Why Exhibit at the 2014 AIUM Annual Convention: Building ROI**

- Target influential decision makers. Attendees are physicians, sonographers, clinicians, and institutional advisors active in the field of ultrasound in medicine.
- The Grand Opening Luncheon offers unopposed Exhibit Hall time and generates extremely high traffic as attendees get their first look at companies, changing technology, and live scanning.
- The AIUM provides complimentary coffee, refreshment breaks, and lunches in the Exhibit Hall, creating a steady flow of traffic from attendees returning to elaborate on product specifications, demonstrations, and technical developments.
- Preconvention and postconvention attendee mailing lists provide opportunities for extended marketing campaigns.
- Exclusive exhibitor advertising discounts in the *Journal of Ultrasound in Medicine* enable exhibitors to reach the entire AIUM member base.
Exhibit Information

Convention Dates and Location
Preconvention Program: Saturday, March 29, 2014
Convention: Sunday–Wednesday, March 30–April 2, 2014
Location: Caesars Palace Las Vegas
3570 Las Vegas Blvd S, Las Vegas, NV 89109 USA
Exhibit Hall Location: Octavius Ballroom, Promenade South—Convention Center
Phone: 702-731-7110; or toll free: 866-227-5938

Exhibit Space Includes
- NEW! 4 full days of exhibit time
- Live scanning opportunity
- Exhibit Hall Grand Opening Luncheon (unopposed time)
- NEW! Complimentary morning coffee service Sunday thru Wednesday brings attendees and exhibitors together before courses begin
- Lunch is provided in the exhibit hall every day (unopposed time)
- Refreshments are available in the exhibit hall every afternoon to draw attendees in for a look and review of the exhibits
- 1 Scientific Program registration to earn CME credits
- Exhibit staff passes
- Complimentary Exhibit Hall business guest passes
- NEW! 1-time use of the preconvention and postconvention attendee mailing lists (mailing address only; e-mail and phone not provided)
- NEW! Company profile in the Final Program, online Buyers Guide, and convention app
- NEW! 2 copies of the Final Program
- Advertising discounts in the Journal of Ultrasound in Medicine
- Advertising, support, and educational grant opportunities
- AIUM convention Twitter hashtag
- 7” x 44” sign with exhibitor name and booth number
- Priority points

Benefits are based on each 10’ x 10’ space purchased. The exhibit space rental fee does not include furniture such as tables and chairs, accessories, electrical equipment, audiovisual equipment, Internet access, or cleaning. These items can be ordered from individual contractors using the forms provided in the Exhibitor Services Manual.

The AIUM has the right to limit exhibit staff and guest passes. Exhibit staff may attend scientific programs (space available) but not ticketed events and are exclusive of CME credits. The AIUM asks that if a session room is filled, exhibitors give seating priority to attendees. Scientific program registration includes the opportunity to earn CME credits but does not include access to ticketed events.

Exhibit Move-in
Saturday, March 29 8:00 AM–5:00 PM
Sunday, March 30 8:00 AM–10:30 AM

Exhibit Hall Hours
Sunday, March 30 11:30 AM–4:30 PM
Grand Opening Luncheon 11:30 AM–1:00 PM
Monday, March 31 9:30 AM–4:30 PM
Coffee service 9:30 AM–11:00 AM
Lunch 12:30 PM–1:30 PM
Refreshment break 3:00 PM–4:00 PM
Tuesday, April 1 9:30 AM–4:00 PM
Coffee service 9:30 AM–11:00 AM
Lunch 12:30 PM–1:30 PM
Refreshment break 3:00 PM–4:00 PM
Wednesday, April 2 9:30 AM–4:00 PM
Coffee service 9:30 AM–11:00 AM
Lunch 12:30 PM–1:30 PM
Refreshment break 3:30 PM–4:00 PM

Exhibit Move-out
Wednesday, April 2 4:00 PM–10:00 PM
Thursday, April 3 8:00 AM–12:00 PM
Schedule is subject to change.

Exhibit Rates per 10’ x 10’ Space

Standard Exhibits
Linear booth $3400
Corner booth $3650

Institution and Nonprofit Organization
[US Tax Code 501(c)(6) or 501(c)(3)] and recruiting hospital discount
Linear booth $3250
Corner booth $3500

Payment
Payment in full is due with submission of the Exhibit Space Application. Applications submitted without full payment will not be processed. 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
2014 Annual Convention Exhibits
14750 Sweitzer Ln, Suite 100
Laurel, MD 20707-5906 USA
Booth Formations

**Linear Booths:** Linear booths have only one side exposed to an aisle and are arranged in a series along a straight line. They have an 8’ back and two 3’ side curtain walls. Linear booths are limited to 8’ in height.

**Corner Booths:** Corner booths are linear booths exposed to aisles on two sides. They have an 8’ back and one 3’ side curtain wall. Corner booths are limited to 8’ in height.

**Island Booths:** Island booths are any size booths exposed to aisles on all sides. They have no back or side curtain walls. The price is calculated on the total number of linear and corner spaces combined. Island configurations may not exceed 16’ in height.

Space Assignment

Payment in full is due with submission of the Exhibit Space Application. Applications submitted without full payment will not be processed. Exhibit space assignments are based first on priority points (deadline applies) and then on a first-come, first-served basis. Please keep in mind that many organizations can be applying for the same exhibit space. For best space availability all exhibitors are encouraged to submit applications early.

- **Deadline to use priority points for 2014 exhibit space assignment:** October 11, 2013.
- **Deadline to submit company information to be included in the Final Program, online Buyers Guide, or convention app:** January 10, 2014.

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

Priority points are assigned each year and starting with 2013 are based on 1 point for each 10’ x 10’ paid exhibit space, 1 point for each $1000 in convention advertising/support, and 2 points for each $5000 in Annual Convention unrestricted educational grants. Space assignments are based on cumulative priority points over the prior 5 years. Space assignment for 2014 is based on points earned starting in 2013.

Cancellation

The AIUM will refund the exhibit fee less a service charge of $500 for any cancellation request received in writing by January 10, 2014. No refunds will be made after that date, and applicants are responsible for the full payment of the exhibit space.

AIUM 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

Hotel Accommodations

Caesars Palace Las Vegas
3570 Las Vegas Blvd S
Las Vegas, NV 89109 USA
Phone: 702-731-7110; or toll free: 866-227-5938

The AIUM has secured a block of rooms at Caesars Palace Las Vegas. Discounted room rates of $199 single/double occupancy, plus applicable taxes, are available until February 24, 2014, based on availability. Rooms are on a first-come, first-served basis, and exhibitors are encouraged to book rooms early as the block sometimes sells out. The Exhibit Space Application must be submitted and space assigned before reservations can be made. The hotel discount access code will be provided with the exhibit confirmation.

Hospitality/Meeting Rooms

**Fee:** $1000 per day, right to sponsor

Hospitality and corporate meeting rooms are available in the hotel on a limited basis for exhibiting companies or by management preapproval. Hospitality activities advertised and open to attendees may only take place Sunday, March 30, and Monday, March 31, after 6:00 PM. Hospitality events are not permitted during regularly scheduled hours of meetings, exhibits, or other AIUM functions. Corporate meeting rooms may be used at any time for exhibitor staff purposes only. All functions must be pre-approved by the AIUM. The right-to-sponsor fee applies per day or any part of the day, and all other costs associated with the rooms are the responsibility of the exhibitor. Submit your reservation request using the Advertising and Support Order Form (page 17). For more information, contact Brenda Kinney at bkinney@aium.org.

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**Fax:** 301-498-4450
**Website:** www.aium.org
Exhibit Services

Official Contractor
Freeman is the designated general contractor for the 2014 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 Exhibit Services Manual (ESM). The ESM will be available online beginning January 24, 2014.

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

Exhibit Move-in
Saturday, March 29 8:00 AM–5:00 PM
Sunday, March 30 8:00 AM–10:30 AM

Exhibit Move-out
Wednesday, April 2 4:00 PM–10:00 PM
Thursday, April 3 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 Sunday, 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
Furniture is not included in the price of the exhibit booth. All furniture, including tables and chairs, accessories, electrical requirements, internet connection, special carpeting/padding, and cleaning for the exhibit space, is the responsibility of the exhibitor and may be ordered in advance from Freeman on the forms provided in the ESM.

Estimated Labor Rates
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<th>Type</th>
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<tr>
<td>Straight time</td>
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<tr>
<td>Overtime</td>
<td>$160.25 per hour</td>
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<tr>
<td>Double time</td>
<td>$312.40 per hour</td>
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Estimated Drayage Rates
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<td>Crated/skidded, warehouse</td>
<td>$91.55</td>
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<tr>
<td>Crated/skidded, show site</td>
<td>$86.85</td>
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<tr>
<td>Special handling, warehouse</td>
<td>$119.00</td>
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<tr>
<td>Special handling, show site</td>
<td>$112.90</td>
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<tr>
<td>Uncrated/pad wrapped, show site</td>
<td>$130.30</td>
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Overtime
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<td>Crated/skidded</td>
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<td>Special handling</td>
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<td>Uncrated/pad wrapped</td>
<td>$32.60</td>
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</table>

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 Caesars Palace Las Vegas. The hotel will assume no responsibility for your shipment if it is lost, damaged, or stolen.

Warehouse shipping address:
Exhibiting Company Name/Booth # _____
2014 AIUM Annual Convention
c/o Freeman
6675 W Sunset Rd
Las Vegas, NV 89118 USA

Material Handling
Exhibit 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 7, 2014. Letters received after this date will not be approved, and EDCs will not be allowed to provide their services.

Work Badges
Exhibitor agents and designated contractors who wish to access the exhibit floor during installation and dismantlement hours will be required to show proof of affiliation with the exhibiting company or EDC to receive a work badge. Work badges will be distributed from the Freeman Service Center Desk.

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 Caesars Palace Las Vegas 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.

Other Service Providers
Audiovisual
Freeman
Bill Kitto
bill.kitto@freemanco.com
Phone: 214-623-1300

Internet and Electrical Service
Jose Manuel May
E I&T Coordinator
Encore Productions
5150 S Decatur Blvd
Las Vegas, NV 89118 USA
Main phone: 702-967-4300
Office phone: 702-866-1056
Fax: 702-697-5872
www.encoreproductions.net

Refer to the ESM for additional information, deadlines, and order forms.
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 and Corner Booths: Booth height, including signs, banners, and displays, shall not exceed 9′ above the floor. Booths shall be located in the back half of the booth, which is at least 5′ from the aisle. Booths may not have a solid-parameter fixture that completely blocks the line of sight of neighboring booths. 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 bkinney@aium.org.

2. Line of Sight
Exhibits must be kept inside their allotted space. Standard linear booths must not block the line of sight of neighboring booths. 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. Island booths may not have a solid-parameter fixture that completely blocks the line of sight of neighboring booths.

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 survey 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 required to wear their exhibit badges during convention hours and 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.
• Lend their badges to anyone.

Representatives of exhibiting companies are to remain in their assigned booth space when working, e.g., 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. 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. Promotional materials and events presented to prospective AIUM convention attendees before or after the convention must be approved by the management. Support opportunities are available to expand your presence and dissemination of products and services to attendees.

8. AIUM Branding
Use of the American Institute of Ultrasound name, insignia, logo, or acronym (AIUM) and the convention logo in both print and digital format may not be used in signs, advertising, promotions, or media without prior written permission.

9. 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 21, 2014. Submit to Brenda Kinney at bkinney@aium.org.

10. Exhibit Staff Badges and Scientific Program Registrations
Exhibitor Badge and Scientific Program Registration form provided in the exhibit confirmation package. All exhibit personnel are required to pick up their own exhibitor badges, and company identification in the form of a business card will be required. Exhibit staff may attend the scientific programs, if space is available, but not ticketed events and are exclusive of CME credits. The AIUM reserves the right to limit exhibit staff passes. Preregister your exhibit staff using the Exhibitor Badge and Scientific Program Registration form provided in the exhibit confirmation package. All exhibit personnel are required to pick up their own exhibitor badges, and company identification in the form of a business card will be required. Exhibit staff may attend the scientific programs, if space is available, but not ticketed events and are exclusive of CME credits. The AIUM reserves the right to limit exhibit staff passes.

One complimentary scientific program registration is available for each 10′ × 10′ booth space purchased. Scientific program registrations must be submitted in advance by February 7, 2014, and are nontransferable. The registrant can attend scientific programs (except ticketed events) and apply for CME credit. Scientific program registrations may be picked up 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 by February 7, 2014. Only professional male models are permitted in the Exhibit Hall, and companies are required to prescan all models with a physician present. Models should check in at the Exhibitor Registration Desk, designate their vendor name, and be required to complete an AIUM Model Consent form. Models are required to wear their badges while in the exhibit hall and must be properly attired when on breaks.

12. Exhibitor Guests
Exhibitors may use the complimentary Guest Registration Invitation form to invite current and prospective business clients to visit them in the Exhibit Hall during regular exhibit hours. The pass is good for any 3 days of the convention after the official grand opening of the Exhibit Hall. Guest passes are intended for business contacts only. The AIUM reserves the right to limit guest passes.

Guest Registration Instructions:
• Copy the form as needed.
• Complete the top portion of the Guest Registration Invitation and send it to your business guest.
• The guest presents the invitation and business identification at the Exhibit Registration Desk for a complimentary Exhibit Hall pass.

13. Fire Regulations
• Booths are subject to inspection by the fire marshal.
• All exhibits 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.

14. Smoking
At Caesars Palace Las Vegas, smoking is only permitted in the casino areas. No smoking is allowed in the convention area.

15. 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.

16. 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.

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

18. Food and Beverages
Distribution of food and beverages in the exhibitor’s booth is permitted but must be preapproved by management. Submit your menu in writing to Brenda Kinney at bkinney@aium.org no later than February 21, 2014. All food and beverage arrangements must be made through the Caesars Palace Las Vegas.

19. 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 and 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.

20. Parking
Caesars Palace Las Vegas offers free valet service and parking. The AIUM does not validate parking.

21. Security
Exhibitors may access the Exhibit Hall after hours with their exhibitor badges and photo identification. 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.

22. Conflicts
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 Exhibit Hall floor plan, exhibit locations, and exhibit height as may be deemed necessary. 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 relocate any assigned exhibitors as necessary for the betterment of the event as determined solely by AIUM.

23. 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.

24. 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 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.

25. 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

Caesars Palace Las Vegas
Octavius Ballroom

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, and exhibit height as may be deemed necessary. Please check the AIUM website, www.aium.org, for floor plan updates.
Exhibit Space Application

2014 AIUM Annual Convention and Preconvention Program • March 29–April 2, 2014 • Caesars Palace • Las Vegas, Nevada

The AIUM Annual Convention is designed to create a fair and equitable business environment for all participating companies and meeting attendees. Exhibit space assignments are based first on priority points (deadline applies) and then on a first-come, first-served basis. Payment in full is due with submission of the Exhibit Space Application. Applications submitted without full payment will not be processed. 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. Deadline to use priority points for 2014 Exhibit space assignment: October 11, 2013. Deadline to be included in the Final Program, January 10, 2014.

Please Type or Print Clearly

Company/organization name
(List full company name as it should appear in the Final Program. Include Inc., LLC, etc.)
________________________________________________________
________________________________________________________
________________________________________________________
Address
City/state/country/postal code
________________________________________________________
________________________________________________________
Contact
Office Phone
Cell Phone
Fax
E-mail
(required; all exhibitor updates are sent via e-mail)
□ Check here if you are an institution, nonprofit organization [US Tax Code 501(c)(6) or 501(c)(3)], or recruiting hospital
□ Company/organization has exhibited with AIUM under the name
________________________________________________________
________________________________________________________
(If different from above)

Authorization

In accordance with the AIUM 2014 Annual Convention and Preconvention Program, 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 January 10, 2014. No refunds will be made to 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 January 10, 2014. No refunds will be made to the terms and conditions stated in this Exhibit Space Application. Applications submitted without full payment will not be processed. The AIUM reserves the right to charge the correct amount if different from the total below.

Authorized signature
________________________________________________________
Print name
________________________________________________________
Phone Date
________________________________________________________
E-mail
________________________________________________________

Exhibit Space Selection

Before submitting this application, please reference the Exhibit Hall Floor Plan and check the AIUM website, www.aium.org, for floor plan updates. If requesting more than one 10’ × 10’ space, include all booth numbers in the total space requested. Please keep in mind that many organizations can be applying for the same exhibit space. When making your selections, try not to concentrate all your choices in one area. The AIUM will make every effort to accommodate your request; however, space selection is not guaranteed. If all of your choices are unavailable, the AIUM will automatically assign you the next best position available.

Booth size: _______ × _______
□ Linear □ Corner □ Island

Space(s) requested in order of preference:

1. #1 _______________   #2 _______________   #3 _______________
2. #4 _______________   #5 _______________   #6 _______________

Indicate up to 3 companies that you do not wish to be placed beside.
While all efforts will be made to honor your request, the AIUM cannot guarantee that competitors will not be placed in close proximity.

1. __________________________________________________________
2. __________________________________________________________
3. __________________________________________________________

Calculate Your Payment

Payment in full is due with submission of the Exhibit Space Application. Applications submitted without full payment will not be processed. The AIUM reserves the right to charge the correct amount if different from the total below.

<table>
<thead>
<tr>
<th>Booth type</th>
<th>Cost per 10’×10’ space</th>
<th>Number of Spaces</th>
<th>Total</th>
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<td>$______</td>
</tr>
<tr>
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<td>______</td>
<td>$______</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Total Due $______</td>
</tr>
</tbody>
</table>

Method of Payment (US dollars only)

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

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

Credit card number
________________________________________________________
Expiration date
________________________________________________________
Credit card billing address postal code
________________________________________________________
Card security code________ (3- or 4-digit value printed on the card or signature strip)
Name on card
________________________________________________________
Signature of cardholder
________________________________________________________

Return completed application and full payment to:

American Institute of Ultrasound in Medicine
Attn: 2014 Annual Convention Exhibit Application
14750 Sweitzer Ln, Suite 100 • Laurel, MD 20707-5906 USA
Contact: Brenda Kinney, bkinney@aium.org
Phone: 800-638-5352 or 301-498-4100 • Fax: 301-498-4450
Advertising and Promotions

The AIUM Annual Convention is the premier educational event dedicated to the growth and development of ultrasound in medicine. In an effort to enhance your success at the event, we have developed a variety of high-visibility promotional ideas to increase your market potential. Note that many of these opportunities have production deadlines or limited availability. Reserve your selection early for the best results.

- All items include recognition on the convention website, in the Final Program, and on signage at the event.

Look for this symbol to take advantage of early bird marketing and discounts with ads reaching thousands of leads and gaining months of valuable exposure.

**Unrestricted Educational Grant**

AIUM CME events are supported in part by unrestricted educational grants pledged by companies and vendors of all sizes who identify with the comparative or superior value of medical ultrasound as a safe, effective, and affordable imaging modality. Your support will be applied toward the cost of the overall venue and execution of the convention.

- Gold Level: $30,000 and above
- Silver Level: $20,000
- Bronze Level: $10,000

**Convention E-mail Blasts**

Distribution: 20,000+ per issue
Advertising: 120 × 90-pixel Web button/link
Art: JPEG or GIF, nonanimated file
Fee: $2000, inclusive

The AIUM has scheduled a minimum of at least 4 e-mail blasts promoting the convention, including call for abstracts, early bird registration, and event highlights. Promote your company with a Web button on these e-mails as an early reminder to attendees of your presence and links to your product landing page. The earlier you book your ad, the longer your ad appears.

Sign up now—e-mail blasts have already begun!

**Preliminary Program Announcement Brochure**

Distribution: 70,000+
Mailing date: October 8, 2013
Advertising: full-page 4-color ad
Advertising exclusive: only 1 ad space is available
Finished size: 6” × 8.5”
Space deadline: September 3, 2013
Art due: September 10, 2013
Fee: $4000

This singular 8-page brochure is mailed to more than 70,000 members and leads and acts as an announcement of the event by directing traffic to the AIUM Annual Convention website, full Preliminary Program, and registration form.

**Full Preliminary Program PDF Online**

Distribution: open access
Live online: October 8, 2013
Advertising: cover and full-page 4-color ads
Space and art deadline: September 10, 2013
Cover 2: $1000
Preceding Registration Form: $1000
Full page, run of book: $700

The Preliminary Program has gone green. The convenient PDF format provides easy access and reduces paper waste. Ads are incorporated in the layout just as if it were a print version and can be added at any time. The earlier you book your ad, the longer it runs.

**Final Program**

Advertising: print, 4-color
Finished size: 8.5” × 11”
Space deadline: January 10, 2014
Art deadline: February 3, 2014
Cover 2 or 4: $3000
Cover 3: $2500
Full page: $1500; half page: $800; quarter page: $500

The 2014 AIUM Annual Convention Official Proceedings is printed as a supplement to the Journal of Ultrasound in Medicine and contains all of the convention abstracts, including Special Interest Sessions, Scientific Sessions, and E-Posters.
**Mobile App Advertising**

Download the 2014 AIUM Annual Convention app on Apple, Android, or Blackberry platforms to experience a full range of benefits before, during, and after the event. Attendees give the app high reviews and find it convenient to set and track course schedules, vendor information, updates, and reminders.

**Banner Ad**

Fee: $1000  
An effective banner ad can drive more traffic to your booth and website to generate more leads. Banner ads rotate at the bottom of the home screen and is activated when tapped to take the user to your website or a product landing page.

**Exhibitor VIP Listing**

Fee: $500  
Get the VIP treatment with your company logo highlighted at the top of the exhibitor list for maximum visibility. The logo will link to your company profile, contact information, and click to call or e-mail action.

**App Bundle**

Fee: $2200, includes 2 banners, exhibitor VIP listing, and bonus push notification.

A push notification is a scheduled text broadcast to all event app users to announce a new product, hospitality suite, or special promotion. The message appears at the time and date you specify. A tap brings up a detail page or link of your choice.

Text, date, and time stamp due March 21, 2014. Only available with App Bundle.

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**Journal of Ultrasound in Medicine (JUM)**

Distribution: 9700 subscribers monthly  
Advertising: print  
Exclusive exhibitor discount: save 40%  
Exhibitor discount valid for the March, April, and May 2014 issues

<table>
<thead>
<tr>
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<th>3x</th>
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<tbody>
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</tr>
<tr>
<td>¼ page</td>
<td>$1260</td>
<td>$1140</td>
</tr>
</tbody>
</table>

**Black and white**

| Full page | $1500 | $1320 |
| ½ page    | $1175 | $960  |
| ¼ page    | $780  | $660  |

Rates are shown net per ad.  
JUM special rates do not apply to cover or special positions. Additional agency discount not applicable. See the AIUM Media Kit at [www.aium.org](http://www.aium.org) for ad specifications and material deadlines. All art and copy subject to approval by the AIUM; 2013 Media Kit terms apply.

Contact Michele Lewis at [mlewis@aium.org](mailto:mlewis@aium.org), or phone 800-638-5352 or 301-498-4100.
Support

New Investigator Award
Awards: up to 2
Presentation: at the Leadership Banquet
Fee: $2000 (includes invitation for 2 to the Leadership Banquet)
To support this award for 3 years, contact Michele Lewis at mlewis@aium.org for details.
Your support honors and encourages excellence in the quality of ultrasound now and in the future. Through a peer-review process, the AIUM recognizes residents, fellows, faculty members, and sonographers who have been in practice for fewer than 5 years and work in ultrasound, including the fields of medicine, veterinary medicine, allied health, basic or applied science, and engineering. They must submit as the sole author an abstract describing original scientific research in the field of medical ultrasound. Up to 2 prizes are awarded at the Leadership Banquet for clinical research and/or nonclinical research.

Case-of-the-Day Challenge
Availability: 1
Advertising: signage, electronic recognition
Fee: $3000
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 the electronic display and submit their answers to the daily challenge. Each morning, the winners are posted, and new cases are unveiled. Support includes recognition on signage at the display and company name and logo displayed at the end of each case, which is looped to repeat throughout the day.

E-Poster Kiosk
Location: Exhibit Hall
Availability: 1
Advertising: signage, electronic recognition
Fee: $3000
The E-Poster kiosks will be centrally located in the Exhibit Hall, making it convenient for attendees to review the presentations while visiting vendors. Support includes recognition on signage at the entrance to the kiosk area and company branding at the bottom of each kiosk splash screen.

Hotel Room Key Cards
Distribution: guests in the AIUM room block of Caesars Palace Las Vegas
Advertising: imprint
Fee: $2000, right to sponsor
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 add a quick response (QR) code for an interactive experience. 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.

Tote Bag Insert
Graphic size: 8.5" × 11", 2-page/4-sides maximum
Quantity: 2500 pieces
Fee: $3000
Advertise a new product, special presentation, or hospitality site directly to each attendee. The insert must be preapproved by the AIUM. The finished insert is due at the AIUM headquarters by March 14, 2014. Limited availability.

Pens and Notepads*
Advertising: imprint
Early deadline—Space/art deadline: November 8, 2013
Fee: pens, $3500; notepads, $3500
Pens and notepads will be provided in the convention tote bag for the convenience of attendees during the event. Pens will be imprinted with the sponsor and AIUM logos. Notepads will include company logo and URL and AIUM convention information. Art subject to approval by the AIUM; 2013 Media Kit terms apply.

Room Drop
Distribution: AIUM room block
Advertising: room drop
Fee: $2000, right to sponsor
Deliver your message right into the hands of attendees. Your flier or invitation to a hospitality event will be distributed to each guest room and can be read while relaxing each evening. 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. The item and copy must be preapproved by the AIUM. Not exclusive.

In-Room Video Presentation
Distribution: day of choice, March 29–April 2
Advertising: television video loop
Fee: $2000, right to sponsor
Using an in-house television channel, broadcast your company message in a continuous loop for guests to enjoy while on break or relaxing. 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. Not exclusive. Video content must be preapproved by the AIUM. Ask about video boards located in the meeting room halls.
Caesar Spectaculars

Contact Michele Lewis at mlewis@aium.org for additional information or reservations.

Promenade Landing Banner
Location: Top of the escalators leading to meeting rooms and Exhibit Hall
Availability: 3
Size: 60” wide × 21′ high
Art deadline: March 10, 2014
Fee: $4000 each
Brand your company with large eye-catching banners promoting your product message. These banners are sure to demand attention from attendees stepping off the escalators as they make their way around the convention.

Rotunda Banner
Location: Promenade Level
Availability: 1
Graphic size: hanging round banner, 1052” wide × 36” high
Fee: $10,000
This prestigious 360° panoramic banner is visible from any direction.

Escalator Glass Wrap
Location: Casino to Promenade Level
Availability: 2 banks, 4 sides; space sold per side
A: Full wrap, covering curved ends at top and bottom and center rectangular area
Size: combined B and C below
Fee: $45,000
B: Straight away, covering the center rectangular area of the glass
Graphic size: 89’ 5½” wide × 23 ½” high
Fee: $40,000
C: Boots, graphic installed on the curved ends at top and bottom
Graphic size: 104 ½” wide × 40 ½” high
Fee: $8000
Escalator Center Metal Strip
Location: Casino to Promenade Level
Availability: 2 runs
Graphic size: 12.5” wide × 101’ 5” long
Fee: $4000 per run

Escalator Wall Graphic
Location: Octavius Level at escalators
Availability: 1
Graphic size: 96” wide × 120” high
Fee: $4000

Elevator Door Wrap
Location: Promenade Level
Availability: 2 (1 in each elevator bank)
Graphic size: 45.25” wide × 94.5” high
Fee: $4000 per elevator

A graphic applied on the elevator doors displays your message not only to a captured audience waiting to catch a ride but also to everyone throughout the day as they move between events.

The AIUM will work with you and examine new ideas designed to enhance your exhibit presence.
For questions or custom quotes, contact Michele Lewis at mlewis@aium.org, or phone 800-638-5352 or 301-498-4100.
# Advertising and Support Order Form

**2014 AIUM Annual Convention and Preconvention Program • March 29–April 2, 2014 • Caesars Palace • Las Vegas, Nevada**

## Company Information (Type or print clearly)

- **Company/organization name** (List full company name as it should appear in the Final Program. Include Inc, LLC, etc.)

- **Address**

- **City/state/country/postal code**

- **Contact**

- **Office Phone**, **Cell Phone**

- **E-mail**

- **Authorized signature**

## Description | Quantity | Rate | Total
---|---|---|---

## Hospitality/Meeting Room Request (See page 5)

- **Number of rooms**

- **Date(s)**

- **Time(s)**

- **Event type**

- **Room size/capacity**

## Method of Payment (US dollars only)

- **Check payable to the American Institute of Ultrasound in Medicine**

- **American Express**, **MasterCard**, **Visa**

- **Amount to be charged $**

- **Credit card number**

- **Expiration date**

- **Credit card billing address postal code**

- **Card security code**

- **Name on card**

- **Signature of cardholder**

## Return completed application and full payment to:

American Institute of Ultrasound in Medicine  
Attn: 2014 Annual Convention Advertising and Support  
14750 Sweitzer Ln, Suite 100  
Laurel, MD 20707-5906 USA

For questions or custom quotes, contact Michele Lewis at mlewis@aium.org; phone: 800-638-5352 or 301-498-4100; fax: 301-498-4490.

All signed agreements are legal and binding; refunds will not be given for cancellations under any circumstances. Advertising deadlines apply.
Annual Convention
and Preconvention Program

March 29–April 2, 2014
Caesars Palace • Las Vegas, Nevada

Exhibitor Prospectus
www.aium.org