

2008 Exhibitor

February 2008

Dear ISMRM Exhibitor:

Thank you for choosing to exhibit at the 16th Scientific Meeting and Exhibition. Whether it is your first time exhibiting with us, or your tenth time, we hope your experience is positive. To help you meet your objectives we will do our best to design the show floor in order to maximize exposure for all companies.

This year, we have also focused on offering you ample opportunities to reach our attendees through **sponsorship**: coffee breaks, reception sponsorship, bag inserts, banners, and more. Your options are available in the Marketing & Sponsorship section of this service kit. You are also welcome to provide **food and drinks** at your booth! And, we encourage you to offer **give-aways** at your booth; please just remember to send a sample to the ISMRM office for pre-approval.

For every 100 square feet you have ordered you will receive one **waived 7-day meeting voucher** which can be used by a member of your company to attend the Weekend Educational Courses and/or the Scientific Meeting. We encourage you or your colleagues to attend the meeting!

Many hotels offering a range of quality, rates, and amenities have been reserved by the ISMRM for the meeting in Toronto, Canada. Convention Housing Management (CHM) once again has been appointed to coordinate all **hotel reservations** for delegates and exhibitors. In order to receive the **special convention rate**, delegates must make their reservations through the official housing company, CHM. Please do not contact hotels directly in Toronto as reservations are to be made only through the officially appointed housing company and hotels have been instructed not to take your room reservations. The ISMRM has made contract commitments in order to assure a wide range of hotels and prices from which to choose over the dates of our meeting, and to assure that these hotels are clean, safe, and in good proximity to the Metro Toronto Convention Centre in Toronto, Canada. The ISMRM does not make money from the hotels. Instead, the hotel contracts stipulate that the ISMRM must fill a certain percentage of the rooms it has contracted to avoid attrition liability.

If you have any questions during your planning process, please do not hesitate to contact me by email at Sandra@ismrm.org, or by phone at +1.510.841.1899, or fax +1.510.841.2340.

If you have questions regarding on-site services or setup and dismantle, please contact Patti McDowell, Exhibition Manager, at Champion Exposition Services: Patti.McDowell@champion-nationwide.com

Lastly, please take note of the Rules & Regulations, when making your preparations.

Final booth assignments will be announced via email by 7 March 2008.

We look forward to seeing you in Toronto!

Best regards,

Sandra Daudlin, CMP
ISMIRM Director of Meetings