



Melbourne

A U S T R A L I A

We respectfully acknowledge that we are meeting on the traditional land of the Kulin Nation. This special place is now known by its European name of Melbourne, making it the perfect backdrop to celebrate the ISMRM's 20th Annual Meeting & Exhibition, themed "Adapting MR in a Changing World."

G-DAY!

The International Society for Magnetic Resonance in Medicine is very pleased to invite you to join us in this very exciting city over the dates of 5-11 May 2012. Our Technical Exhibition will be a combined exhibition floor of exhibitors and electronic multi-media posters held in the Exhibition Hall at the beautiful Melbourne Convention & Exhibition Centre. And with an average of 5,500 expected participants and our new Product theatre, Resource Centre, E-pod stations, and Signature Series marketing opportunities, please do read through our Prospectus to see what has been put in place to increase exhibit hall traffic and your ROI for the meeting. Continuing with our commitment to you and your bottom line, ISMRM exhibitors will be significantly marketed to the entire ISMRM membership.

Exhibiting at the ISMRM is an excellent opportunity to reach a professional audience comprised of clinicians, scientists, technologists and other participants with backgrounds in many branches of the science of MRI. Dr. Jim Pipe's Chair message well describes how the ISMRM annual meeting will focus on "how a changing world is leading us to adapt the MR, whether it is the challenge to redefine what a scanner looks and feels like as we broaden MR's scope across applications, across technologies, and across continents, or it is the promise to scan faster than we had ever thought possible as we embrace the powerful new theories of compressed sensing. We will also teach how, as we adapt MRI, we are changing the world and our clinicians, scientists and technologists will learn about the power of this modality for assessing the microstructure of in-vivo tissue in health and disease, how MRI is transforming our understanding and treatment of psychiatric diseases, and how surgical treatment is being radically changed under the guidance of an MR scanner." Thus, the ISMRM provides a unique opportunity to educate leaders in MRI policy and care from around the world. These leaders are your prospective clients!

Melbourne, one of the world's most livable cities, is the capital city of Victoria, Australia. It is a city of energy, sophistication and innovation. It is also a city of history and cultural diversity. Melbourne has received national and international recognition as a top destination for sports, events, travel, shopping, literature and more. Victoria's economic and political centre is located within the central city area. Melbourne has an enviable reputation as a leading education destination. The world class universities, along with technical and further education colleges and private colleges, are complemented by major research institutes. The City of Melbourne is an active participant in encouraging and maintaining its strong position as a global educational and research destination.

So whether you are a new exhibitor to the ISMRM or a seasoned one, make plans now to attend the meeting and plan to stay longer! We can't wait to see you in the land down under!

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