

ISMIRM

BRIDGING THE GAP BETWEEN CLINICAL NEEDS
AND TECHNOLOGICAL SOLUTIONS

International Society for Magnetic Resonance in Medicine

ISMIRM 2013 EXHIBITOR

PROSPECTUS



Salt Lake City, Utah, USA

20-26 April 2013

*"Discovery, Innovation & Application —
Advancing MR for Improved Health"*

Join 6000+ international attendees and reach thousands of your key buyers at the world's largest meeting dedicated to Magnetic Resonance Imaging!

Enjoy maximum exposure, prime marketing opportunities and much more!

Follow us:



ismrm @ismrm

Dear Exhibitors,

The International Society for Magnetic Resonance in Medicine (ISMRRM) is an international, interdisciplinary professional society united by a common interest in the science, technology and application of magnetic resonance in medicine and related fields. The ISMRRM is comprised of over 9,000 professionals—clinicians, physicists, engineers, biochemists and technologists— from over 60 countries, all united by a common interest in the ongoing dialogue between the scientific and clinical communities. The ISMRRM Annual Meeting & Exhibition provides exceptional educational opportunities as well as an outstanding forum for presentation of the latest research to the MR community. These are your prospective clients.

...the ISMRRM exhibitors
will be significantly
marketed to the entire
membership with
an online and onsite
presence. We estimate
our exhibition floor will
see more than 6000
attendees in Salt Lake
City in 2013...

The ISMRRM is very pleased to invite you to join us in Salt Lake City, located in the breathtakingly beautiful state of Utah, in the United States, 20–26 April 2013. Our Technical Exhibition will be a unique floor, combining exhibitors, traditional posters and electronic multi-media posters. In our continuing effort to meet the demands of a less than perfect economy, providing return to our exhibitors' bottom lines, the ISMRRM exhibitors will be significantly marketed to the entire membership with an online and onsite presence. We estimate our exhibition floor will see more than 6000 attendees in Salt Lake City in 2013, and our exhibitors will have opportunities to utilize our Product Theatre, Resource Centre, traditional and electronic posters, etc. We encourage you to carefully read through the Exhibitor Prospectus. Everyone's interests have been carefully considered.

We are pleased to be working with the Salt Palace Convention Center, not only for its exceptional meeting and exhibition space, but because of its well established corporate sustainability policies and practices. The ISMRRM is committed to minimizing its meeting footprint by carbon offset programs, stringent recycling practices, use of electronic medium and working with organizations and venues who demonstrate the same environmental commitment. The Salt Place Convention Center is a perfect partner for the ISMRRM as it was awarded the U.S. Green Building Council's Silver LEED in 2006, recently installed one of the nation's largest rooftop solar array projects—over 6,000 solar panels—and continues to consistently deliver on its promise to reduce its ecological footprint while providing exceptional service to its clients.

Make the best business decision and exhibit at the ISMRRM 21st Annual Meeting & Exhibition in Salt Lake City, Utah, 20–26 April, 2013. This is the international MRI meeting where you will be provided unlimited opportunities to showcase your new services, equipment and technology with the world's largest community of MR scientists, clinicians and technologists.

Come join us in Salt Lake City—it is accessible, clean, green and walkable! We look forward to welcoming you!

Roberta A. Kravitz
ISMRRM Executive Director
roberta@ismrm.org

Sandra Daudlin, CMP
ISMRRM Director of Meetings
sandra@ismrm.org

Melisa Martinez
ISMRRM Meetings Coordinator
melisa@ismrm.org



- Roberta A. Kravitz, *Executive Director*
- Jennifer Olson, *Associate Executive Director*
- Linda O-Brown, *SMRT Coordinator*
- Jacob Coverstone, *Director of Education*
- Stephanie Haaf, *Education Coordinator*
- Sandra Daudlin, *Director of Meetings*
- Melisa Martinez, *Meetings Coordinator*
- Mary Keydash, *Director of Publications*
- Mariam Barzin, *Director of Finance*
- Julia White, *Accounting Coordinator*
- Kristina King, *Registrar*
- Jerusha Rich, *Director of Membership & Study Groups*
- Liz Tharpe, *Membership Coordinator*
- Sally Moran, *Director of Electronic Communications*
- Allison Barbour, *Electronic Communications Coordinator*
- Mary Day, *Office Manager*
- John Celio, *Administrative Assistant*

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EXHIBITOR BENEFITS

ATTRACT THOUSANDS OF CUSTOMERS WITH OUR OUTSTANDING EXHIBITOR BENEFITS

Real-Time Exposure to Decision Makers

Unlimited networking opportunities with a growing international assembly of the world's largest community of MR scientists, clinicians and technologists - an engaged, receptive and qualified audience providing you with current and future prospects, leads and sales.

Yearly Updated Industry Demographics

Updated and expanded industry demographics to assist you in making solid business decisions.

Professional Event-Support Staff

A creative and dedicated ISMRM staff committed to providing you with a remarkable corporate exhibit experience.

Strategic Integrated Marketing Opportunities

The ISMRM offers up integrated marketing programs designed to meet your goals and differentiate you from your competition. Whether you choose custom advertising packages, on-site literature displays, involvement in our product theatres, on-line marketing, participate in corporate membership programs, advertise – whatever your choices should be, they are all designed to market YOU! Make the most of your exhibition experience and market yourself.



Limited Exhibitors

You have the benefit of capitalizing on an amazing opportunity. You are one of only approximately 70 exhibitors. We are not to be confused with "other" massive exhibitions. We are exhibitor focused.

Exhibitor Rates

We keep adding value for our exhibitors! We have added services to assist you – complimentary lead retrieval, lowered internet rates, exhibitors' lounge – all at no additional charge to you!

Destination & Quality Venues

ISMRM select the best destinations and venues worldwide continuing to meet the professional and recreational needs of our global community.

Pre-Show Marketing

The ISMRM will provide you with a pre-registration list of all attendees and allow for a one time contact, four weeks prior to our annual meeting.

MORE EXHIBITOR BENEFITS

MORE OUTSTANDING EXHIBITOR BENEFITS TO ATTRACT YOUR KEY DECISION MAKERS

(continued from page 4)

Post-Show Advertising

Your company name and link to your website are listed on the ISMRM exhibitor page from the day you sign your contract with us until six months after the show. Last year, our meeting site recorded in excess of 10,000 hits three months prior to our meeting.

Exposure, Exposure, Exposure

We are happy to give you the exposure you deserve. In past years we have changed our exhibition floor to include not only exhibitors but our traditional and electronic posters as well. We continue to hold our opening reception in the exhibit hall while providing food and beverage concessions throughout the exhibition during open hours—all designed to create traffic and draw individuals in the exhibition hall.

Complimentary Registrations

Our exhibitors receive one complimentary seven-day meeting voucher and five exhibitor guest vouchers for each nine square meters of rented space purchased.

Exhibitor Lounge

Relax in our Exhibitor Lounge. It is there for you to enjoy your coffee, catch up on important phone calls or emails or eat a quick lunch in private—away from your booth.

Your Opinion

Your opinion counts and yearly we invite company representatives to our Exhibitor's breakfast meeting so that you can have your say. We are listening.



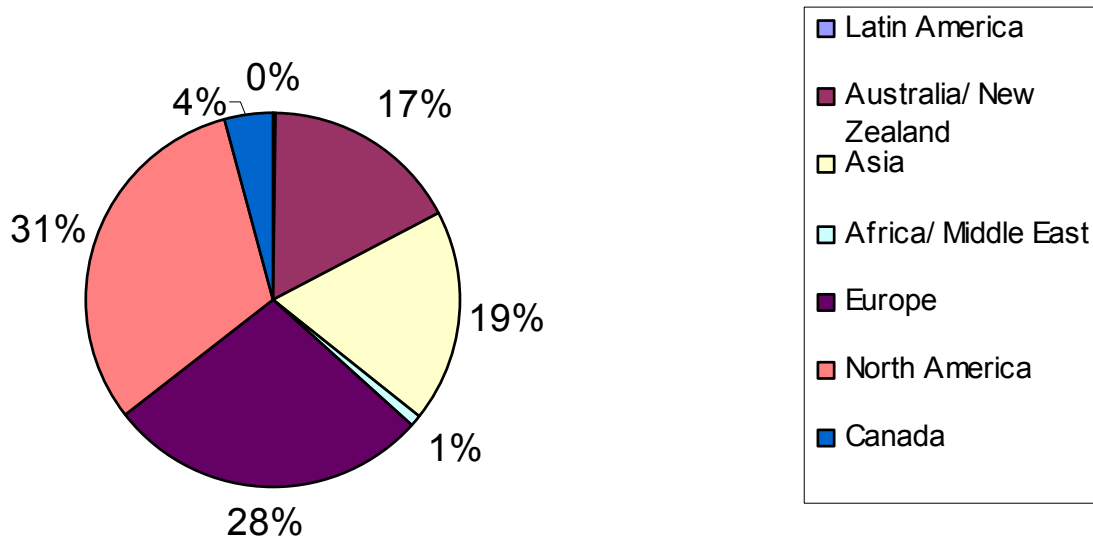
Nearly 5500 MR professionals from all over the world are expected at ISMRM's 21st Annual Meeting & Exhibition in Salt Lake City, Utah, USA

MEET ATTENDEES FROM ALL OVER THE WORLD!

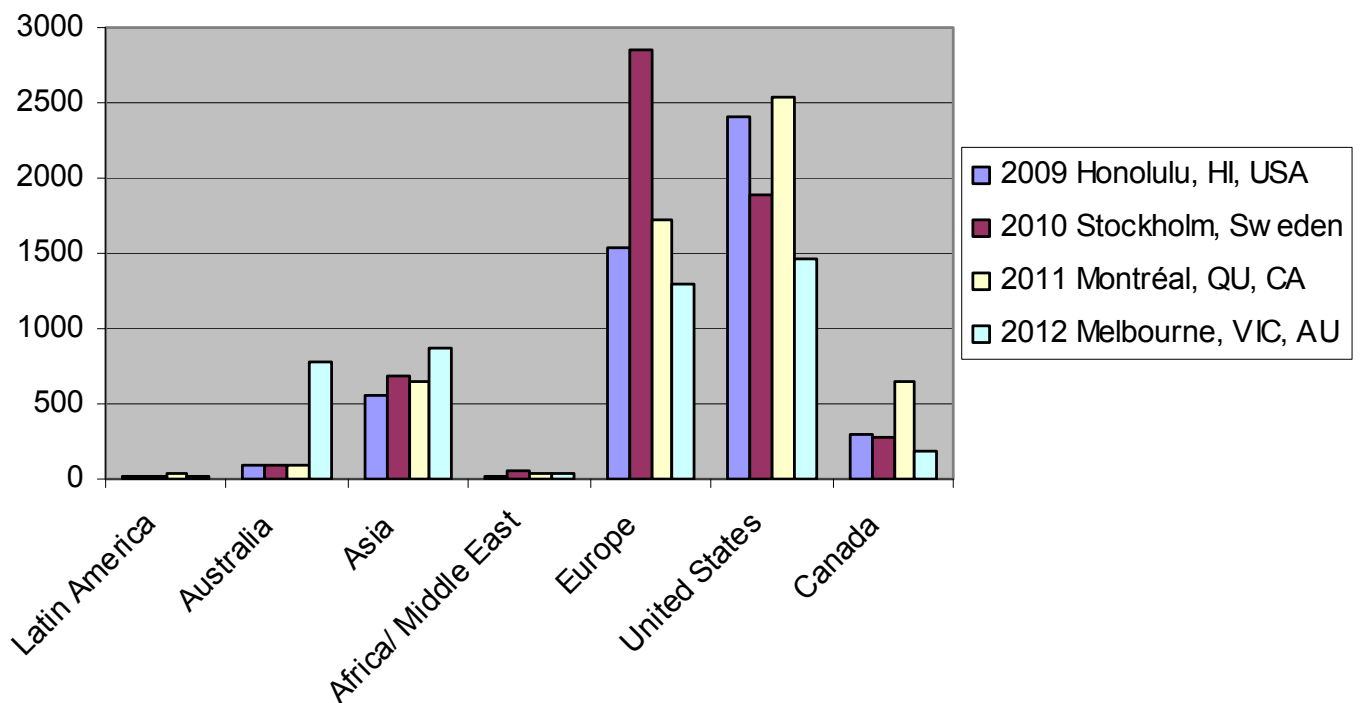
2012 REGISTRATION ANALYSIS

The ISMRM is committed to an exceptional Annual Meeting & Exhibition that is globally accessible and persuasive for meeting attendees around the world. Picture your company in front of the world's most comprehensive network of magnetic resonance specialists. Plan on partnering with ISMRM in Salt Lake City, Utah, USA

2012 ISMRM Annual Meeting & Exhibition Registrations, Melbourne, VIC, Australia



Four Year ISMRM Meeting Attendance Pattern, 2009–2012



ISMRM MEETING ATTENDANCE INFORMATION

THERE ARE NO BORDERS ON THE ISMRM EXHIBIT FLOOR

The ISMRM Annual Meeting & Exhibition is the largest meeting in the world dedicated to the advancement of magnetic resonance imaging, offering a unique composition of scientists, physicians and technologists from around the world. It is this diverse attendee population committed to the development and clinical application of magnetic resonance imaging that provides companies with a unique opportunity to reach all the researchers, developers and end users.

2012 MEETING STATISTICS

ATTENDEE BREAKDOWN

MD	16%
MD/PHD	5%
PHD	41%
OTHER DEGREE OR NONE DESIGNATED	38%

PROGRAM STATISTICS

Oral presentations	744
Electronic posters	1751
Traditional posters	1959
Educational presentations	424
Student stipends awarded	649

AUSTRALASIAN GROWTH

Australia	88%
China	27%
Japan	20%
New Zealand	85%
S. Korea	29%
Singapore	62%
Taiwan	22%

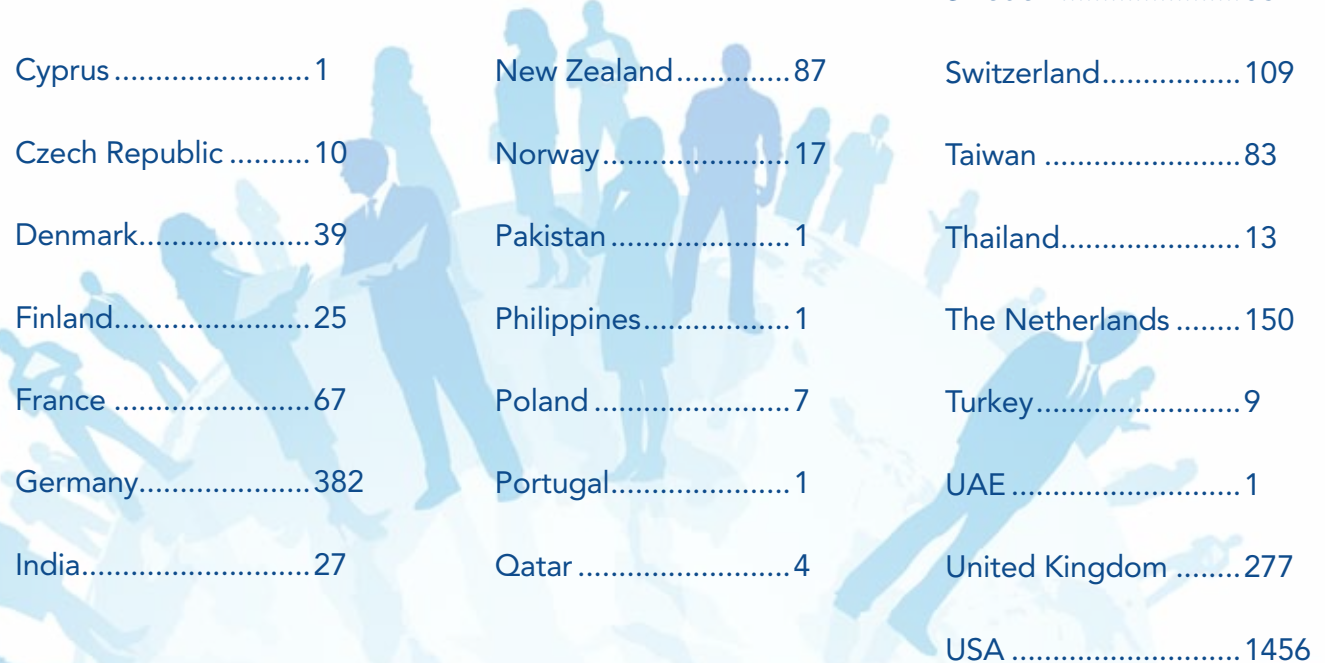
ISMRM ATTENDANCE HISTORY

	2003 Toronto, Ontario, Canada	2004 Kyoto, Japan	2005 Miami Beach, Florida, USA	2006 Seattle, Washington, USA	2007 Berlin, Germany	2008 Toronto, Ontario, Canada	2009 Honolulu, Hawai'i, USA	2010 Stockholm, Sweden	2011 Montréal, Québec, Canada	2012 Melbourne, Victoria, Australia	2013 Salt Lake City, Utah, USA
Professional Attendees	3003	3266	4491	4872	5350	5324	4958	5901	5770	4646	Plan to reconnect with customers and colleagues as we prepare for record-breaking attendance in Salt Lake City, Utah, USA!
One-day-only Attendees	32	65	61	45	106	109	47	42	167	221	
Spouses	6	15	9	10	30	42	33	30	48	36	
Exhibits-viewing-only	26	52	42	46	55	82	13	55	31	14	
Exhibitor Personnel	564	866	1043	906	1043	1132	630	863	976	840	
Guests to the Exhibition	NA	NA	NA	27	7	0	1	1	0	0	
# of Exhibiting Companies	59	49	60	71	71	86	56	63	66	60	

Market your company at the largest meeting in the world dedicated to the advancement of magnetic resonance imaging!

YOUR COMPANY WILL ENJOY INTERNATIONAL EXPOSURE!

ISMRM 2012 MEETING & EXHIBITION GLOBAL ATTENDANCE STATISTICS



Afghanistan..... 1	Iran 2	Republic of Moldova . 1
Argentina 1	Ireland 5	Romania 2
Australia 689	Israel 14	Russia 3
Austria 23	Italy 31	S. Africa 11
Belgium 29	Japan 206	Saudi Arabia 3
Brazil 10	Jordan 1	Scotland, UK 16
Canada 193	Korea (Rep.) 164	Singapore 46
Chile 6	Luxembourg 1	Slovakia 2
China 334	Malaysia 1	Spain 27
Colombia 1	Mexico 3	Sweden 53
Cyprus 1	New Zealand 87	Switzerland 109
Czech Republic 10	Norway 17	Taiwan 83
Denmark 39	Pakistan 1	Thailand 13
Finland 25	Philippines 1	The Netherlands 150
France 67	Poland 7	Turkey 9
Germany 382	Portugal 1	UAE 1
India 27	Qatar 4	United Kingdom 277
		USA 1456

EXHIBIT ALONGSIDE THE BEST COMPANIES IN THE MR INDUSTRY

JOIN YOUR COLLEAGUES AND COMPETITORS

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AT THE WORLD'S LARGEST MEETING DEDICATED TO MAGNETIC RESONANCE

2012 Exhibitors

Agilent	Magritek
Apollo Medical Imaging Technology	Metrasens Ltd.
Aspect Imaging	Metria Innovation, Inc.
Avotec, Inc.	Miltenyi Biotec GmbH
Bayer Healthcare	MR:comp/ MRI-Tec/ MagResource LLC
BIOPAC Systems, Inc.	MR Solutions Ltd.
Bracco	MRI TOOLS GmbH
Brain Products	Nanjing Fullshare Superconducting Technology Co.
Bruker	Neoptix Fiber Optic Sensors, Inc.
Cambridge Research Systems Ltd.	NORAS MRI Products GmbH
Communication Power Corporation	NordicNeuroLab
Compumedix	Nova Medical, Inc.
Covidien	NUKEM Isotopes GmbH
CST-Computer Simulation Technology	Opsens
Current Designs	The Phantom Laboratory
Doty Scientific	Philips Healthcare
Electrical Geodesics	RAPID Biomedical GmbH
Ergospect GmbH	Remcom
ESMRMB	Resonance Technology, Inc.
Faraday	Rockland Technimed Ltd.
GE Healthcare	Rogue Resolutions
Hitachi Medical Systems	SA Instruments, Inc.
Hologic	Schmid & Partner Engineering AG (SPEAG)
icoMetrix	Siemens AG Healthcare Sector
International Electric Company (IECO)	Tesla Engineering Ltd.
Invivo	Toshiba Medical Systems Corporation
ISMRM	Victorian Biomedical Imaging Capability
Kopp Development	Visit Salt Lake
LMT Medical Systems GmbH	Western Superconducting Technologies
m2m Imaging Corp.	Wiley – Blackwell

PARTNER AS A CORPORATE MEMBER & RECEIVE MAXIMUM EXPOSURE

MAXIMIZE YOUR EXPOSURE TO THE MR COMMUNITY.
BECOME AN ISMRM CORPORATE MEMBER TODAY!

Find out how by contacting Roberta A. Kravitz, ISMRM Executive Director
T: +1 510 841 1899 F: +1 510 841 2340 E: roberta@ismrm.org

ISM RM Corporate Members 2012

Gold Corporate Members:

GE Healthcare
Philips
Siemens

Silver Corporate Members:

Bruker

Bronze Corporate Members:

Agilent Technologies
Bracco
Hitachi
Lantheus Medical Imaging, Inc.
Shanghai United Imaging Healthcare Co., Ltd.
Toshiba

Associate Corporate Members:

Resonance Research, Inc.
Schmid & Partner Engineering AG

MAXIMIZE EXPOSURE WITH MARKETING OPPORTUNITIES

REACH YOUR TARGET AUDIENCE THROUGH
COMMERCIAL SUPPORT & MARKETING OPPORTUNITIES

The ISMRM is pleased to provide an abundance of support and promotional opportunities for exhibitors. Subsidizing any item entitles your company to be acknowledged on the ISMRM web site as an official meeting supporter.

For more information, including pricing, please contact:

Roberta A. Kravitz, Executive Director, T: +1 510 841 1899, E: roberta@ismrm.org or,
Sandra Daudlin, Director of Meetings, T: +1 510 841 1899, E: sandra@ismrm.org

- **Opening Reception** Over 4,000 clinicians, scientists and technologists from all over the world attend our kick-off opening reception, duly noted as one of the best networking events at the ISMRM.
- **Closing Party** We have all worked hard and now it is time to relax and take time to make those final connections. Be the sole supporter of the ISMRM Closing Party.
- **Advertisement in the Guide to the Exhibition & Posters** Your company's advertisement in our full color Guide to the Exhibition & Posters is distributed to over 6,000 meeting attendees. Full page and half page spaces are available.
- **Email Stations** Constantly used! The screens of each station will display a particular message of your choice daily for our attendees to view.
- **ISMRM Meetings Mobile App** Be the sole or a daily supporter of the ISMRM meetings application for all hand held devices such as iPhones, iPads, and Androids. Have your ad pop up each time someone pulls up our app! Daily messaging with direct links to your booth or website.
- **Refreshment Concessions** Meeting attendees consistently report their preference for easy access to coffee, tea and soda at our events. Promote as many refreshment breaks as you desire or a continental breakfast and place your company's branding in front of an appreciative audience.

ATTRACT MORE CUSTOMERS WITH MARKETING OPPORTUNITIES

MORE MARKETING OPPORTUNITIES

Receive high-visibility on the ISMRM web site as an official meeting supporter!

(continued from page 11)

- **Product Theatre** Do you want to make a private presentation on the exhibition floor on your company or product away from your booth? Do you want to make multiple presentations daily and/or throughout the week? It is possible! All you need to do is block available time slots. A theatre will be built to include chairs, podium, screen, projector and microphone. First come first serve; pricing based on package availability.
- **Product Display Bar** This service will be located on our exhibition floor in the ISMRM Resource Center. Our Product Display Bar will display your brochures and literature. This display bar is replacing the convention bag insert. Limited spaces will be available.
- **Attendee Notebook** This comprehensive notebook is an attendee favorite in planning day-to-day meeting activities. As the exclusive supporter, you will receive maximum visibility with your target audience. It will hold the following information: Schedule-At-A-Glance, Event Information, Exhibitor List, Exhibit Hall Floor Plan, 12-month Calendar, Expense Report, Customized Planning Pages, Note Pages, Local Restaurants, Entertainment, Attractions, Currency Conversions Chart, etc. First come, first served!
- **T-Shirts** T-shirts are reported to be one of the most popular promotional items at meetings and can be distributed in the highly trafficked registration area. You may give away an existing company T-shirt, or incorporate the ISMRM meeting logo into your new design.
- **Pens** We hand out over 6,000 pens to our attendees every year. Support this popular item and see your company's name in the hands and pockets of all our attendees!
- **Program-at-a-Glance Booklets** Our pocket-sized program is designed to fit into our badge holders. It is a handy reference for attendees seeking meeting information at-a-glance. Your company's logo can be featured in this well-used publication.
- **Speaker Ready Room** Be seen in this highly trafficked area where industry leaders upload their presentations and visit many times throughout the week. With over 1200 speakers, this is certainly great coverage!
- **Banners in Approved Locations** Reinforce your company's brand in front of thousands of potential customers with your banner positioned in a strategic location at the convention center. Specifications will be provided upon request.

Do you have ideas on how to maximize your exhibition?

We are open to all suggestions!

ATTRACT MORE CUSTOMERS WITH MARKETING OPPORTUNITIES

MORE MARKETING OPPORTUNITIES

(continued from page 12)

- **Electronic /Digital Signage Advertisements** Visibility—all day long on digital screens at the convention center! You can't beat this type of coverage.
- **Wireless Internet Support** Be the sole supporter of the Annual Meeting Wireless service. Receive signage and recognition for what will surely be one of the conference's most utilized services.
- **Custom Hotel Key Cards** Make your company visible to attendees every time they open their hotel room door. This is premium exposure for your company throughout the week with your company logo, booth number and/or message on each attendee's hotel room key.
- **Massage Attendants** Invigorate our attendees by providing massage attendants, located near your booth. Always a hit!!
- **Charging Stations** Have attendees re-charge their electronic device at one of your strategically-placed electronic charging stations
- **Your Idea!** Too many ideas to list! So please just let us know your great ideas for maximizing your exposure at the meeting. We are listening. Please note that all marketing ideas must be approved by ISMRM.



Get maximum visibility with multiple marketing opportunities!

ENJOY COMPETITIVE PRICING ON EXHIBIT SPACE RENTAL RATES

HOW TO CONTRACT FOR TECHNICAL EXHIBIT SPACE

Contracts for exhibit space will not be processed without the following:

- (1) A sketch or plan of the exhibit space if space ordered exceeds nine square meters;
- (2) A description of all products or equipment to be displayed within the exhibit space (brochures are acceptable);
- (3) A certificate or proof of insurance verifying commercial liability coverage for this event with the ISMRM named as an additional insured, valid through the dates of the show 19 April–26 April, 2013; and
- (4) A cheque payable to:
International Society for Magnetic Resonance in Medicine.

Please make funds payable to:

International Society for Magnetic Resonance in Medicine
Full payment of the total rental cost to be submitted by
30 November 2012.

Only US Funds will be accepted.

No space will be assigned or finalized until all contractual conditions are met and full payment is received.

TECHNICAL EXHIBIT SPACE RENTAL RATES

Exhibit-Space Category	Cost
• Standard Rate	US \$345.00 per square meter
• Publishers Rate	US \$280.00 per square meter
• Required WiFi Fee	US \$150.00
• Corner Rate	US \$200 additional per corner (Minimal corner space is available and will be granted on a first-come-first-served basis if booth is paid in full by 30 November 2012.)
Full payment of the total rental cost to be submitted by 30 November 2012.	

Don't delay; reserve your space today!

WHAT TO EXPECT AFTER THE CONTRACT IS SIGNED

Designate Your Exhibitor Representatives

The signer of the Contract for Exhibit Space, or the designee, shall be the Official Representative of the exhibiting company and shall have the authority to act on behalf of the company in all negotiations and to certify representatives. The Official Representative will receive all printed and electronic ISMRM Exhibition materials including the service kit, as well as badges and vouchers on site. The Official Representative may designate an Additional Representative to coordinate responsibilities if the Official Representative is unavailable. Both Representatives will receive regular email updates from the ISMRM.

Your Company Profile is Publicized

Exhibitors are required to provide a 200-word company profile to our Meetings Coordinator (melisa@ismrm.org) detailing their products and/or services to be published in the 2013 Guide to the Exhibition and Poster Sessions distributed to all meeting attendees. Only one profile

per booth is permitted without incurring additional costs. The deadline for turning in your company profile is Friday, 1 February 2013. Please send your profile by email only to Melisa Martinez, Meetings Coordinator: melisa@ismrm.org. Forms and further information will be provided on the ISMRM web site: www.ismrm.org/13.

PLEASE NOTE: Listing in the 2013 Guide to the Exhibition & Poster Sessions and Program Book is available only to exhibitors whose full payment has been received.

An Online Service Kit is Provided

The ISMRM Service Kit will be made available online on Wednesday, 23 January 2013 to exhibiting companies whose full payment has been received. The kit contains a complete set of downloadable service forms.

Pre-Meeting Registration Reports

The ISMRM will provide you with a pre-registration list of all attendees and allow for a one time contact, four weeks prior to our annual meeting.

"Kopp Development Inc. is always pleased to take a part in the meetings, exhibitions and workshops organized by the ISMRM. It is a great way to reach MRI professionals from around the world.

The ISMRM workshop held in Lund, Sweden was specifically conducted on MRI Safety and was a great source of information about the progress in creating and legislating guidelines for MRI Safety."

—Kopp Development Inc.

RETURN YOUR CONTRACT BY 30 NOVEMBER TO EARN MAXIMUM PRIORITY POINTS

BOOTH ASSIGNMENT & PRIORITY PLACEMENT POINTS

Priority Placement

Submit your Contract for Exhibit Space Friday, 30 November 2012 in order to receive the maximum priority points possible.

Space Assignments

Announcement of exhibit space assignments will be made on: Friday, 11 January 2013.

As in past years, the Society will be awarding priority placement points. Exhibitor preferences will be honored according to the exhibiting company's earned priority points, which are determined by the date the contract is received, as well as payment status, history with the ISMRM, and corporate membership status. However, ISMRM reserves the right to allocate space on any other basis it deems appropriate. Priority points will be awarded on the following criteria:

Date Points

A maximum of 60 date points may be earned by returning the application and full payment on or before Friday, 30 November 2012. Each day thereafter, two points per day will be subtracted until all date points have been exhausted.

History Points

Four seniority points are awarded for each consecutive year a company exhibits beginning with March 1994. If a company exhibited twice in 1994, they will receive an additional two points. Three points are awarded for each year exhibited non-consecutively from 1994 to 2012.

Corporate Members

ISMRM Corporate Members earn additional points by being Corporate Members. Current year Gold Corporate Members will receive five points, Silver Members will receive three points, Bronze Members two points and Associate Members one point. All Corporate Members are rotated on an annual basis to ensure fair placement on the exhibit floor within their corporate membership category. Corporate Member booth placement also depends upon preferences, booth size and overall configuration of the final floor plan. However, ISMRM reserves the right to allocate space on any other basis it deems appropriate.

Cancellation Policy

Cancellation of exhibit space must be made in writing on or before: Friday, 11 January 2013 for a full refund (minus a \$75 administration fee) of monies paid. If space is canceled after Friday, 11 January 2013, there will be no refund, and ISMRM will retain as liquidated damages all monies paid.

Submit your Contract for Exhibit Space Friday, 30 November 2012 in order to receive the maximum priority points possible.

OUR STRATEGIC FLOOR PLAN IS DESIGNED FOR YOUR SUCCESS

**BOOTH SPACE & FLOOR PLAN FOR
CALVIN L. RAMPTON SALT PALACE CONVENTION CENTER**

100 S. West Temple, Salt Lake City, UT 84101 USA

Boothspace Design Options

In an effort to create a balanced exhibit floor, all exhibits will be positioned strategically throughout the floor plan. In fairness to all participating companies, no company shall be granted the primary location nearest the entrance for consecutive years. ISMRM reserves the right to rearrange the floor plan at any time, for any reason. ISMRM also reserves the right to relocate any exhibitors should it become necessary for causes beyond the control of ISMRM or advisable in the best judgment of the ISMRM. The signing of the contract constitutes full agreement with these assignment policies and procedures.

Please note that the final floor plan will be different from the preliminary floor plan shown in the Prospectus for the purposes of booth selection. The ISMRM re-draws its floor plans yearly based on the requests and needs of its exhibitors, rather than requiring its exhibitors to fit into an existing model. The ISMRM reserves all rights to draw a floor plan that best meets its show requirements, but will do all possible to accommodate exhibitors' requests as submitted on the contract for booth space.

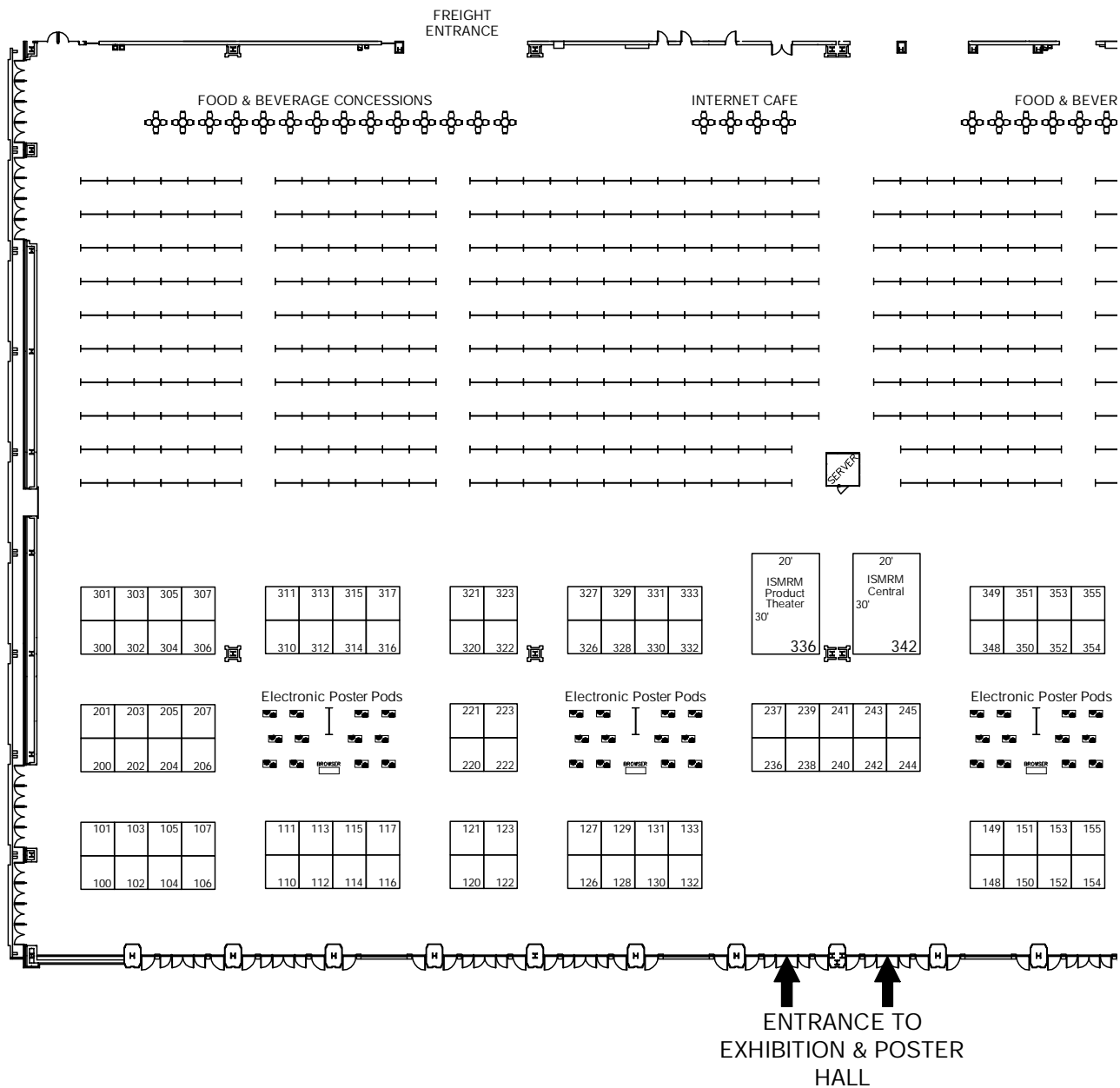
Preliminary Floor Plan

The ISMRM 21st Annual Meeting & Exhibition will be held at the Salt Palace Convention Center, 20-26 April 2013. The Technical Exhibition will be located on the main level, located in the Exhibition Concourse. Both the Technical and Poster Exhibitions will be located on the main level of the Salt Palace Convention Center in the Exhibition Concourse and again, intertwined. When you enter the Exhibition, you will be entering a hall that has exhibits, traditional posters and electronic posters all sharing the same floor with each other, but in a logical pattern outlined and below.

Our rules and regulations have been created to give each exhibitor the most effective use of rented space. Space dimensions shown on floor plans are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at the rear of the booth. ISMRM will provide aisle carpet only. All booths must be carpeted.

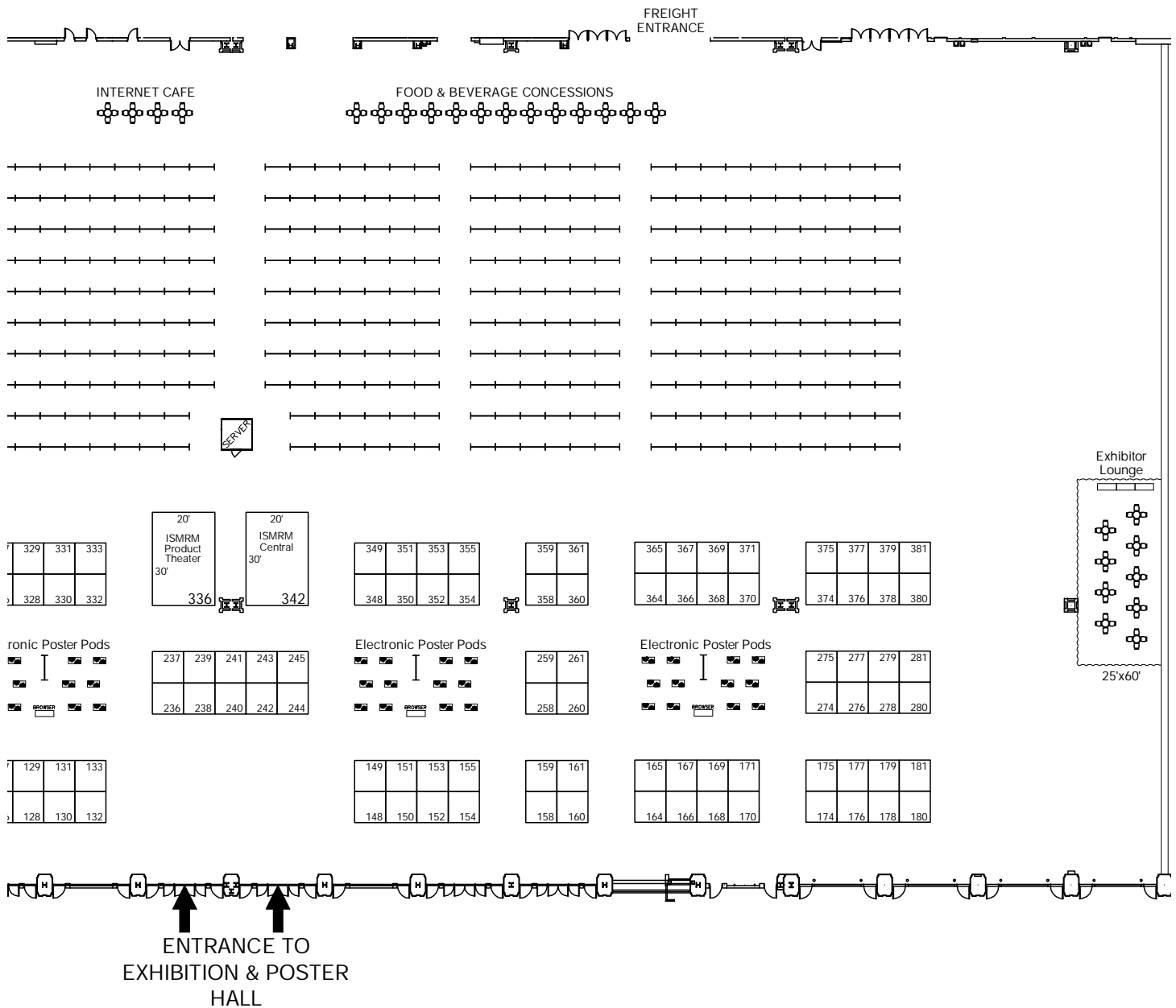
FLOOR PLAN: CALVIN L. RAMPTON SALT PALACE CONVENTION CENTER (PAGE 1 of 2)

The floor plan has been enlarged and is presented here in two sections so that you can clearly see your options for possible floor selection. The dotted areas in between the exhibit spaces are our "e-posters." For a full picture of the floor, including all e-poster and traditional poster placement, please visit www.ismrm.org/13/tech.



FLOOR PLAN: CALVIN L. RAMPTON SALT PALACE CONVENTION CENTER (PAGE 2 of 2)

The floor plan has been enlarged and is presented here in two sections so that you can clearly see your options for possible floor selection. The dotted areas in between the exhibit spaces are our "e-posters." For a full picture of the floor, including all e-poster and traditional poster placement, please visit www.ismrm.org/13/tech.

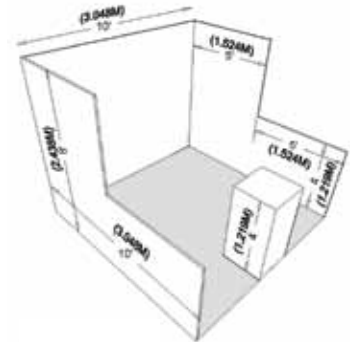


CHOOSE THE BOOTH THAT SUITS YOUR EXHIBITION NEEDS

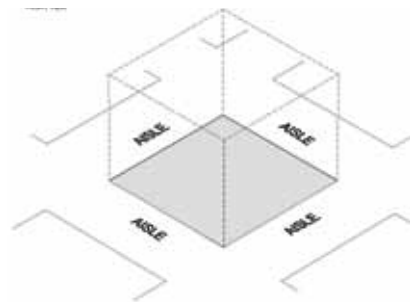
BOOTH SCHEMATICS

In-Line Exhibits

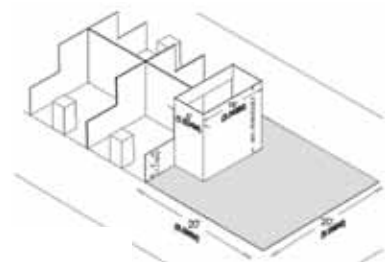
Linear booths, also called "in-line" booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. The entire rented space may be occupied from the floor up to a height of 2.43 meters. Any items above .91 meter in height must be inset by .30 meter from the aisle. Each in-line exhibit will be supplied with pipe and drape and a 17.78 cm by 111.76 cm company I.D. sign and booth number. The backwall drape will be 2.43 meters in height. The side drape will be 91.44 cm in height.

**Island Exhibit**

An island booth is any size booth exposed to aisles on all four sides. Island or free-standing exhibits 6.0960 meters by 6.0960 meters or larger must be set inside the booth space by .3048 meter on all sides. A diagram must be submitted to and approved by the ISMRM. Variance above 4.876 meters with fully detailed drawings must be approved by the ISMRM General Contractor, Patti McDowell, Freeman, no later than sixty (60) days prior to the first day of move-in. A maximum of 6.096 meters will be considered.

**Peninsula Exhibits**

A peninsula booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of peninsula booths: a) one which backs to Linear booths and (b) one which backs to another peninsula booth and is referred to as a "split island booth." Peninsula exhibits, 3.048 meters by 6.096 meters or larger must limit the height of the center of the back wall to 3.048 meters. The height inside of the stand may be 3.048. The perimeter of the stand must be inset by .3048 meters for any structure above .9144 meters. A diagram must be submitted to and approved by both the ISMRM and Freeman.



PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

EXHIBITION RULES AND REGULATIONS PAGE 1 of 3

Your contract includes understanding of the following rules and regulations. Please read them carefully and call us if you have questions. We are here to help you enjoy maximum safety and security as an exhibitor.

Liability, Insurance and Security

Each exhibitor must make provisions for safeguarding its goods, materials, equipment and display at all times. General overall guard service will be provided by ISMRM for the exhibition period, but neither the guard service nor ISMRM will be responsible for loss of or damage to any property for any cause. All space occupied by an exhibitor must be surrendered by it in the same condition as it was at the commencement of occupation. ISMRM, its officers, directors, agents and employees, shall not be liable for and are hereby released from any claims, liabilities, losses, damages or expenses relating to or arising out of any injury to any personnel of exhibitor or to any other person for any loss of or damage to any property of exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the exhibition, and the exhibitor shall be fully responsible for any such injury, loss or damage except as otherwise provided in the Lease Agreement between ISMRM and the Salt Palace Convention Center, and the exhibitor shall protect, indemnify, hold harmless and defend ISMRM, its officers,

directors, agents and employees, against all such claims, liabilities, losses, damages and expenses, including reasonable attorney fees and costs of litigation, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of ISMRM, its officers, directors, agents or employees. Each exhibitor shall maintain, entirely at its expense, general public liability insurance against claims for bodily injury, death or property damage incident to, arising out of, or in any way connected with the exhibitor's participation in the exhibition, to the limit of not less than one million dollars (US\$1,000,000) for bodily injury, death or property damage in any one occurrence. Such insurance maintained by the exhibitor shall include coverage of the indemnification obligations of the exhibitor under these rules and regulations and shall cover ISMRM as an additional named insured.

At the time the Contract is submitted, the exhibitor shall furnish to ISMRM a certificate evidencing the insurance required by these rules and regulations to be maintained by the exhibitor. That certificate, or the related policy, must provide, to the extent obtainable, that the policy may not be

PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

EXHIBITION RULES AND REGULATIONS PAGE 2 of 3

canceled without at least ten (10) days' prior written notice by mail to ISMRM by the insurance company. Each exhibitor acknowledges that it is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against ISMRM, its officers, directors, agents or employees. In the event any part of the exhibit hall is destroyed or damaged so as to prevent ISMRM from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or whole of the exhibition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of ISMRM, then the exhibitor will be charged for the space during the period it was or could have been occupied by the exhibitor; and the exhibitor hereby waives any claim against ISMRM, its officers, directors, agents, or employees, for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against ISMRM being a refund of the rent paid for the period it was prevented from using the space.

Special Regulations

No part of any exhibit, or signs relating thereto, shall be posted, nailed or otherwise attached to columns, walls, floors or other parts of the building or its furniture in any way to deface same. Damage arising from failure to observe these rules shall be payable by the exhibitor. Operational equipment, audio-visual presentations and other sound and attention getting devices and effects may not create noise levels objectionable to neighboring exhibitors. Product and service demonstrations are to be straightforward and professional and must avoid the use of theatrical gimmicks. All activities of each exhibitor must be confined to the exhibitor's allotted space. The exhibitor must, at his/her expense, maintain and keep their exhibit and the space for which they have contracted in clean and good order. Distribution of handout items such as plastic bags or token gifts is permissible upon approval from the Executive Director of ISMRM. Requests to distribute handout items must be submitted in writing to the Executive Director and/or the Director of Meetings along with a sample, photograph, or written description of each item. It is the responsibility of the exhibitor to seek prior approval for any handout items that may be considered questionable; without such prior approval, the exhibitor may be penalized priority points.

PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

EXHIBITION RULES AND REGULATIONS PAGE 3 of 3

Exhibitors are allowed to photograph, videotape or mechanically record their company's booth for exhibitor personnel during regular floor access hours without the use of electrical lighting; this includes setup and dismantling hours. Media photographing, videotaping or mechanically recording on the exhibit floor is permitted only with prior permission. Permission requests for media coverage must be submitted in writing to the Executive Director and/or Director of Meetings at least thirty (30) days prior to move-in. All construction material must conform to local codes. Table drapes, textile or paper displays, backwall drapes and any decoration must be flame-proofed. All exhibits and materials are subject to inspection by the local Fire Marshal.

IMPORTANT: Please review the complete Fire Regulations for Exhibitors located in the Exhibitor Service Kit. In some instances, ISMRM, the Salt Palace Convention Center and the Salt Lake City Fire Department

MUST approve aspects of your booth in advance. Please contact Patti McDowell with Freeman, by email at patti.mcdowell@freemanco.com if you have any questions regarding required documentation. Violation of any of these rules by the exhibitor or its employees or agents shall, at the option of ISMRM, forfeit the exhibitor's rights to occupy space, and such exhibitor shall forfeit to ISMRM all monies paid or due.

Acceptance of Regulations

If no contact is made with the ISMRM office about these rules and regulations, their acceptance is assumed and confirmed by their signature on the contract for exhibit space.

All matters and questions not covered by these regulations are subject to the decision of ISMRM Executive Director, Roberta A. Kravitz, and/or Patti McDowell at Freeman.



Salt Lake City, Utah, USA
 20-26 April 2013
*"Discovery, Innovation & Application —
 Advancing MR for Improved Health"*

For ISMRM Use Only:
 Date Received: _____
 ID No.: _____
 Order No.: _____
 Total Points: _____

CONTRACT FOR EXHIBIT SPACE

Technical Exhibition Dates: 21-25 April 2013; Priority Placement Deadline: 30 November 2012

1. Exhibitor Publication Information: To be published in the ISMRM Guide to the Exhibition.

COMPANY	TELEPHONE	FAX		
ADDRESS	TOLL-FREE TELEPHONE	Email Contact Address		
CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY	WEBSITE

2. Mailing Address: All printed ISMRM exhibit-related materials will be mailed to the Official Representative at this address.

COMPANY _____

ADDRESS (No P.O. Box) _____

CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY
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3. Representative Information: The Official Representative will receive all printed ISMRM exhibit-related materials (i.e. invoice). Both Representatives will receive all emails.

(1) _____

OFFICIAL REPRESENTATIVE	TITLE	TELEPHONE (if different from above)	E-MAIL ADDRESS
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(2) _____

ADDITIONAL REPRESENTATIVE	TITLE	TELEPHONE (if different from above)	E-MAIL ADDRESS
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We will be emailing updates frequently. Please clearly list the additional email addresses of those you wish to include on the 2013 Exhibitor list serve:

E-MAIL ADDRESS	E-MAIL ADDRESS
E-MAIL ADDRESS	E-MAIL ADDRESS

4. Booth Preferences: The following information will be used only as a guideline in assigning your exhibit space.

Indicate preferred booth number(s):
(Please note these are not final booth numbers)

1) _____

2) _____

3) _____

4) _____

We do not wish to be located near the following companies:

1) _____

2) _____

3) _____

4) _____

COMPANY NAME

5. Booth Order: Standard rate = US\$345.00/sq.m. | Publisher rate* = US\$280.00/sq. m.

**To qualify for the publisher rate, the company's primary business must be publishing printed and/or electronic journals, books, and/or magazines.*

a) In-line Exhibit: _____ X _____ m. x USD\$345 or USD\$280 = US\$ _____
(A minimum order of 3 m x 3 m is required)

b) Peninsula Exhibit: _____ X _____ m. x USD\$345 or US\$280 = USD\$ _____
(A minimum order of 3 m x 6 m required. Two corners required)

c) Island Exhibit: _____ X _____ m. x USD\$345 or US\$280 = USD\$ _____
(A minimum order of 6 m x 6 m required. Four corners required)

d) Number of corners requested (*granted on first come first served basis*): _____ corner(s) x USD\$200.00 = USD\$ _____
Please include WiFi cost of USD\$150.00
Total Space Rental Plus WiFi USD\$ _____

6. Support Opportunities-Stand Out In the Crowd:
Corporate Member Level Packages:

If you are interested in Gold, Silver, Bronze or Associate Levels of ISMRRM Membership, please check here and you will be contacted:

7. Payment Information: Check, charge, or wire transfers accepted (please contact the ISMRRM office for wire transfer instructions)
Check (in US\$ only): Make checks payable to: **International Society for Magnetic Resonance in Medicine** or **ISMRRM**

Payment: 100% payment (full payment due 30 November 2012) = USD\$ _____

Credit Card: Please charge fees to my Visa MasterCard AMEX

Card Number _____ / _____
Expiration Date

Cardholder Name _____ Billing Street Address _____

City _____ State/Province _____ Zip Code/Postal code _____ Country _____

Payment amount US\$ _____ Signature _____

8. Terms of Agreement: Exhibitor agrees to abide by the 2013 Exhibitor Rules and Regulations published in the Exhibitor Prospectus and on the ISMRRM web site, which are made a part of this contract by reference and fully incorporated herein. Exhibitor agrees that this contract is subject to the terms and conditions of the 2013 lease agreement for exhibit space between the Salt Palace Convention Center and the ISMRRM.

Please note that contracts received without full payment will not be processed until such time when full payment is received. This Contract will be considered complete only when the following are received by 30 November 2012 by the ISMRRM:

- a) **Full Payment:** Included here or Will be sent by 30 November 2012
- b) **Description of materials to be displayed:** Included here or Will be sent by 30 November 2012
- c) **Company Profile for Guide to the Exhibition:** Included here or Will be sent by 1 February 2013
- d) **Floor Plan (if booth exceeds 9 sq. meters):** Included here or Will be sent by 8 February 2013
- e) **Proof of Insurance:** Included here or Will be sent by 22 February 2013

The undersigned shall have the authority to act on behalf of the Exhibiting Company in all negotiations:

SIGNATURE OF OFFICIAL REPRESENTATIVE

DATE

ISMRRM EXHIBITOR REGISTRATION

IMPORTANT INFORMATION FOR EXHIBITOR REGISTRATION

While pre-registration is important in assisting us to serve you more effectively, the ISMRRM staff look forward to the opportunity to once again connect with you face-to-face in Salt Lake City. Stop by the on-site registration counter with any questions or concerns, to pick up your badges, or simply to say hello!

Exhibitor Badges

Exhibitor badge order forms will be available in the ISMRRM Exhibitor Service Kit. Completed forms are due in the ISMRRM office by 1 March 2013. Exhibitor badges will not be mailed and will only be available for on-site pick-up at the Exhibitor Counter beginning at 14:00 hours, Friday, 19 April 2013. Only the main representative will be given the badges and it is the responsibility of the main representative to hand them out to their associates. No other method will be employed. No exhibitor will be allowed on the exhibition floor without an ISMRRM badge. Anyone not preregistered by 19 April will not receive a badge and must register on-site beginning at 14:00 on Friday, 19 April at a cost of US\$20.00 per badge.

Scientific Meeting Vouchers

Exhibiting companies will receive one (1) seven-day meeting voucher for each nine square meters of space rented. The vouchers will be prepared and held on site for the Official Representative only. The official representative may pick up the vouchers starting at 14:00 hours, Friday, 19 April for distribution prior to the meeting. Each voucher may then be redeemed onsite for a scientific meeting registration. Onsite registration is required for those who intend to use a voucher.

Exhibitor Guest Vouchers

Complimentary exhibitor guest vouchers may be given to your valuable customers and/or guests to allow one-day access to the Technical Exhibition to visit your booth. Please distribute your guest vouchers to individuals who would not normally qualify for general registration. The number of guest passes issued to an exhibiting company will be one (1) pass per day, per nine square meters of rented space, with a maximum of five (5) guest passes per day. Only the official representative may pick up all Exhibitor Guest Vouchers beginning at 14:00 hours, 19 April 2013 at the Exhibitor Counter.

Detailed information on how to obtain these badges and vouchers will be included in the Exhibitor Service Kit.

Exhibitor Badge Registration Forms

should be emailed to:

melisa@ismrm.org

or faxed to:

+1 510 841 2340

Pre-registration deadline for exhibition badges is 1 March 2013

We look forward to seeing you in Salt Lake City!

EXHIBITION SCHEDULE: DESIGNED FOR MAXIMUM LEAD GENERATION

Activity	Thurs. 18 April	Fri. 19 April	Sat. 20 April	Sun. 21 April	Mon. 22 April	Tues. 23 April	Wed. 24 April	Thurs. 25 April	Fri. 26 April
ISM RM only Freight-Move-in	08:00–17:00	x	x	x	x	x	x	x	x
Installation of Exhibits	x	08:00–22:00	08:00–22:00	07:00–14:00	x	x	x	x	x
All exhibits must be fully operational	x	x	x	14:00: If materials have arrived but installation of any exhibit has not started by 14:00 hours on Sunday 21 April, and no special arrangements have been made, the Executive Director of ISM RM may order the exhibit to be removed from the show floor and placed in storage and the exhibitor will be billed for all charges incurred. Any exhibit space not set up by 14:00 hours on Sunday 21 April, for which no special arrangements have been made, may be resold or reassigned by the ISM RM without obligation on the part of ISM RM for any refund whatsoever.					x
Exhibitor-Registration	x	14:00–20:00	06:30–18:00	07:30–18:00	06:30–18:30	06:30–18:00	06:30–18:00	06:30–18:00	x
Exhibition Days	x	x	x	17:45–19:15 Opening Reception	10:00–17:00	09:30–17:00	09:30–17:00	09:30–16:30	x
Poster Hours	x	x	x	Poster Installation: 07:00–14:00	07:00–20:30	07:00–19:45	07:00–21:30	07:00–16:30	x
Move-Out/Dismantle	x	x	x	Dismantle of an exhibit prior to 16:30 hours on 25 April 2013 is not permitted. Any company violating this regulation will forfeit priority points, which will affect floor space assignments for future meetings. All exhibitors will begin dismantle at 16:30, Thursday, 25 April. All display materials must be packed for carrier pick up not later than 22:00, Thursday, 25 April.			Poster Dismantle 16:30–18:00		x

NEW AND IMPORTANT SECURITY GUIDELINES

Due to overwhelming requests from our attendees to extend poster viewing hours, the ISM RM Board of Trustees has agreed it is in the best interest of our attendees to do so. Therefore, the exhibition floor will be open for longer hours in order to accommodate poster viewing. While exhibition hours will remain the same, this change simply indicates that when the Technical Exhibition closes at 17:00 daily, the exhibit hall will remain open for poster viewing. There will likely be people still roaming around viewing once you have left your booth for the day. Due to this change, it is recommended by the ISM RM for all exhibitors to consider purchasing additional security measures or securing booth valuables in a locked cupboard. While the ISM RM will provide perimeter security and walk-about security in the exhibition hall, we are not responsible for booth security. Please consider this point carefully and remember to order your own security or lockable cupboards to support valuables. Booth security forms and lockable furniture rentals will be available in our Exhibitor Service Kit which will go live online 23 January 2013 to all paid exhibitors.

The exhibition floor will be open for longer hours in 2013 for extended poster viewing.
Once again, please read important security guidelines.

PLEASE READ THESE IMPORTANT SERVICE GUIDELINES

CONTRACTORS, LABOR RATES

Contractor Services

ISMRM will designate contractors, as named in the Exhibitor Service Kit, to provide buildup and dismantling services to exhibitors. Such contractors will provide all show services other than supervision. The exhibitor shall provide only the material and equipment that it owns and that is to be used in the exhibit space. All other items used in the booths are to be provided only by such contractors. The official freight contractor will have complete control of all dock and loading facilities. The freight contractor will receive all shipments and van loads, handle all freight, and provide all rigging, labor, and equipment relating to freight handling. Electrical, plumbing, catering, and telephone services can be ordered by using the forms in the Exhibitor Service Kit.

Service Kit

If an exhibitor wishes to use a labor contractor other than the official Labor Contractor, the exhibitor must submit the Exhibitor Appointed Contractor Forms to Freeman 30 days before the beginning of move-in. At the same time as this form is submitted, the exhibitor must also provide ISMRM with certificates of insurance for all agents or representatives who are performing services at the Salt Palace Convention Center site other than the exhibitor's employees. These agents or representatives, as well as all employees, must be identified by the official ISMRM badge prior to entering the exhibition hall.

Labor Rates and Services

Detailed information regarding work rules for all trades operating at the Salt Palace Convention Center site will be provided in the Exhibitor Service Kit. Labor rates will be announced in the Service Kit; all rates will be listed in United States dollars. Rates subject to change; local and government taxes are not included. Final labor rates will be published in the Exhibitor Service Kit.

"The annual meeting of the ISMRM has become one of the most valuable meetings for us over the past years. Exhibiting offers a unique chance to discuss latest developments and "what's in the pipeline" for the future with renowned researchers face to face. The ISMRM team always does an amazing job in organizing this event whether in the run-up, at the show or in the aftermath; we've always felt very well serviced. Keep up your professionalism, enthusiasm and commitment - it does pay off for everyone!"

— Brain Products GmbH

RECEIVE GREAT RATES ON HOUSING IN SALT LAKE CITY

QUALITY HOUSING IS AVAILABLE IN SALT LAKE CITY

Many hotels offering a range of quality, rates, and amenities have been reserved by the Society for the meeting in Salt Lake City. While in Salt Lake City, CHM has been appointed to coordinate all hotel reservations for delegates and exhibitors. In order to receive the special convention rate, delegates and exhibitors must make their reservations through the official housing bureau, CHM.

Housing

More detailed information on the various hotels and the hotel reservation form are included in the registration brochure. Do not contact the hotels directly in Salt Lake City as reservations are to be made only through the official housing bureau, CHM. Official Society hotels will not honor direct requests for hotel rooms at the special convention rates.

IMPORTANT EXHIBITOR HOUSING NOTE:

Exhibitors are expected to secure their accommodations through CHM as part of their alliance with the ISMRM.

Exhibitors who book outside the ISMRM housing block will be subject to loss of full priority points. This housing policy is applicable to national and international exhibitors who may or may not have their own internal travel booking agencies.



HOSPITALITY BENEFITS

PLAN YOUR ANCILLARY EVENTS EARLY FOR BEST RESULTS

Hospitality Rooms & Exhibitor Meetings

A limited number of meeting rooms will be available at the Calvin L. Rampton Salt Palace Convention Center and nearby hotels for exhibitor functions. All requests for meetings and social functions must be made through the ISMRM office in order to avoid conflicts with the official ISMRM program. In general, functions will not be permitted during the following days and hours:

- Sunday, 21 April, 2013
Opening Reception
17:45–19:15
- Monday -Wednesday, 22–24 April, 2013
08:00–18:00
- Thursday, 25 April, 2013
08:00–22:00
- Friday, 26 April
08:00 –12:30

All requests must be made in writing or submitted on the Function Space request form in the Exhibitor Service Kit made available on 23 January 2013. Requests will

be processed and confirmed on a first-come, first-served basis. If you wish to reserve a parlor or a suite in the hotel for a hospitality function, this is considered part of a sleeping room reservation and must be requested on the hotel booking form found in the 2013 ISMRM Exhibitor Service Kit.

All exhibitors will be required to inform ISMRM of all functions they are planning regardless of the location or arrangements. Failure to notify the ISMRM of ancillary events will result in the forfeit of priority points.

Food and Beverage Service

ISMRM will make arrangements for at least one coffee area located inside the exhibition hall if space should allow. ISMRM will permit exhibitors to have food service within their exhibits. It is required that all food services within the exhibits be provided by the Calvin L. Rampton Salt Palace Convention Center. Catering order forms will be provided in the Exhibitor Service Kit. Exhibitors are encouraged to consider this option as it could be an additional approach to attracting booth traffic.



CALVIN L. RAMPTON SALT PALACE CONVENTION CENTER SUSTAINABILITY FACT SHEET

The Nation's Largest Rooftop Solar Array

Salt Lake County installed one of the nation's largest rooftop solar array projects atop the Salt Palace Convention Center in May 2012. This project features 6,006 solar panels.

US Green Building Award

Expansion in 2006 was awarded the U.S. Green Building Council's Silver LEED.

Single-stream Recycling

Single stream recycling program for aluminum, paper, cardboard, and plastic.

Water Savers

Waterless urinals in the restrooms in save 40,000 gallons of water per urinal per year.

No water used outside building for cleanup - sweeping only.

Dishwashing machines with low-level water arms were installed in the kitchen, cutting water use by 30%.

High Standards for Indoor Air Quality

We monitor and exceed the indoor air quality standard by increasing the air exchange rates in the facility.

Human-Power

Bike racks are available in the parking structure to promote the use of human-powered mobility

Car Pool Support

Preferred parking positions are available for car-pooling attendees at the Salt Palace.

Energy Savers

Variable frequency drives promote the efficient operation of our HVAC system: new expansion 35-40% energy savings, 25% energy savings on existing facility.

HVAC systems are controlled by a centralized system so the facility managers are aware of all temperature settings.

Power-use reduction policy implemented building wide for climate control & lighting; presently below last year's usage of power despite an increase in space usage.

Concourse lighting/heating/cooling scheduled according to building use.

Stand-alone cooling system installed in Security Office so main chillers are not in use when the building is not occupied.

We are pleased to be working with the Salt Palace Convention Center, not only for its exceptional meeting and exhibition space, but because of its well established corporate sustainability policies and practices.

— Roberta A. Kravitz, Executive Director, ISMRM

CALVIN L. RAMPTON SALT PALACE CONVENTION CENTER SUSTAINABILITY FACT SHEET (continued)

Eco-Friendly Landscape

Utilization of drip irrigation systems in our landscape features reduces water loss from evaporation. The 2006 expansion has utilized water-efficient landscaping which has reduced anticipated water needs for this landscaping by 50%

Compost pile started; working on ways to have vendors contribute.

Sustainable Catering Efforts

Speaker water provided in carafes with glasses instead of bottles.

Caterer offers five-gallon water containers or coolers instead of plastic bottles.

Caterer recycles grease and fry oil.

Caterer uses 100% biodegradable Greenware plastic products made from plants including cups, plates, napkins and cutlery.

Caterer encourages local food-buying practices and uses organic food sources when appropriate.

Caterer distributes leftover food to The Road Home homeless shelter, Salt Lake Mission, and Utah Food Bank, and day-old bread products to local farms for animal consumption.

At least 50% of cleaning chemicals presently in use are green seal certified. Caterer uses 100% biodegradable, non-caustic, citrus-based cleaner.

Sustainable Housekeeping

Toilet paper is 100% post-consumer, hand towels are 40% post-consumer. Hand soap in restrooms is EPA green seal certified.

Paper Conservation

Office files changed from legal to letter size to conserve paper. Paper for office use is 20% post-consumer wherever possible. Implementing program to scan archived paper files for electronic storage and recycling of paper.

Energy-Efficient Lighting

A program is under way to replace all facility light fixtures with energy-efficient fluorescent lighting at a 40–60% savings in energy. The executive offices all have motion sensors for the lighting systems so lights are only used when needed. 50% lighting levels in exhibit halls during move in/move out hours, heating or AC not provided. Show lights reduced to 50% levels promptly at show closing. Meeting room lights turned off when not in use. Solar panels power and operate the lighting in parking structure.

The ISMRM is committed to minimizing its meeting footprint by carbon offset programs, stringent recycling practices, use of electronic medium and working with organizations and venues who demonstrate the same environmental commitment.

— Roberta A. Kravitz, Executive Director, ISMRM

SALT LAKE CITY, UTAH, USA FACTS & FIGURES

Salt Lake City Has Opportunities Galore!

Unsurpassed outdoor recreation, pristine running and mountain biking trails from downtown, friendly neighborhoods (street fairs and all!), music, festivals, art festivals, ethnic festivals, knock-your-socks-off scenery from quaint outdoor restaurants and coffee shops, charming local bookstores, farmers' markets, after school programs, kids art programs, great schools (high SAT scores), the finest new city library in the country, world-acclaimed technology and research facilities, first rate higher education institutions, and a new light rail transit system. Read more about this exciting city!

Salt Lake City, often abbreviated to SLC, is the capital and the most populous city of the U.S. state of Utah. With a population of 189,899 as of the 2011 estimate, the city lies in the Salt Lake City metropolitan area, which has a total population of 1,145,905. Salt Lake City is further situated in a larger urban area known as the Wasatch Front, which has a population of 2,328,299. It is one of only two major urban areas in the Great Basin, (the other being Reno, Nevada) and the largest in the Intermountain West.

The climate of Salt Lake City is semi-arid with four distinct seasons. Summer and winters are long with extreme temperatures during both seasons. Both spring and fall serve as brief comfortable transition periods for the year. The city receives 16.50 inches (419 mm) of precipitation annually with spring generally being the wettest season of the year. Summers are very dry. Snow occurs on average from

November on through April with an average snow fall of 61 inches (155 cm).

In ancient times the state of Utah was inhabited by various Native American groups. The ancient Pueblo People known as the Anasazi built large communities in southern Utah from roughly 1 to 1300 AD. The Ute Tribe from which the state takes its name and the Navajo Indians arrived later in this region. The state of Utah also referred to as the "State of Deseret" became part of the United States in 1848 under the Treaty of Guadalupe Hidalgo where Utah and other modern day southwestern states ceded from Mexico. Deseret means honeybee, a symbol of industriousness. Utah's state symbol is the beehive.

Salt Lake City was founded in 1847 by Brigham Young and the Mormon followers of the Church of Jesus Christ of the Latter Day Saints.



SALT LAKE CITY, UTAH, USA FACTS & FIGURES

The original founders extensively irrigated and cultivated the arid valley upon their arrival. A late frost, drought and a plague of crickets during their first year nearly destroyed their harvests. Flocks of seagulls consumed the crickets and saved enough of the crops for the early settlers to survive the winter of 1848-49. The seagull is Utah's designated state bird. Due to its proximity to the Great Salt Lake, the city was originally named "Great Salt Lake City."

The word "great" was removed from the official name in 1868. Although Salt Lake City is still home to the headquarters of The Church of Jesus Christ of Latter Day Saints (LDS Church), fewer than half of the populations of Salt Lake City are currently members of the LDS Church.

In 1869, the Transcontinental Railroad was completed by the driving of the Golden Spike at the Promontory Summit, some 80 miles northwest of Salt Lake City. Utah was then connected to the East and West. Many people traveled by rail to see the "City of the Saints." Some stayed to make and lose their fortunes in mining. From the 1860's up to the 1920's hundreds of copper, silver, gold and lead mines were opened in the nearby canyons, including Bingham Canyon. Some prosperous mine owners constructed large, gracious homes along South Temple Street, once known as Brigham Street.

During the 1930's the city's population nearly tripled. The Great Depression brought construction to a standstill, but the

boom sounded again during World War II as manufacturing industries and military installations revitalized the economy. Workers and soldiers spent their time in the city's restaurants, shops, ballrooms and theaters.

During the 1960's several commercial and service centers were built in the suburbs of SLC, drawing business away from downtown. To help counteract this, the Mormon Church invested 40 million dollars into the development of the downtown shopping area. The ZCMI Center Mall, named for Zion's Cooperative Mercantile Institution, a prominent retail chain started

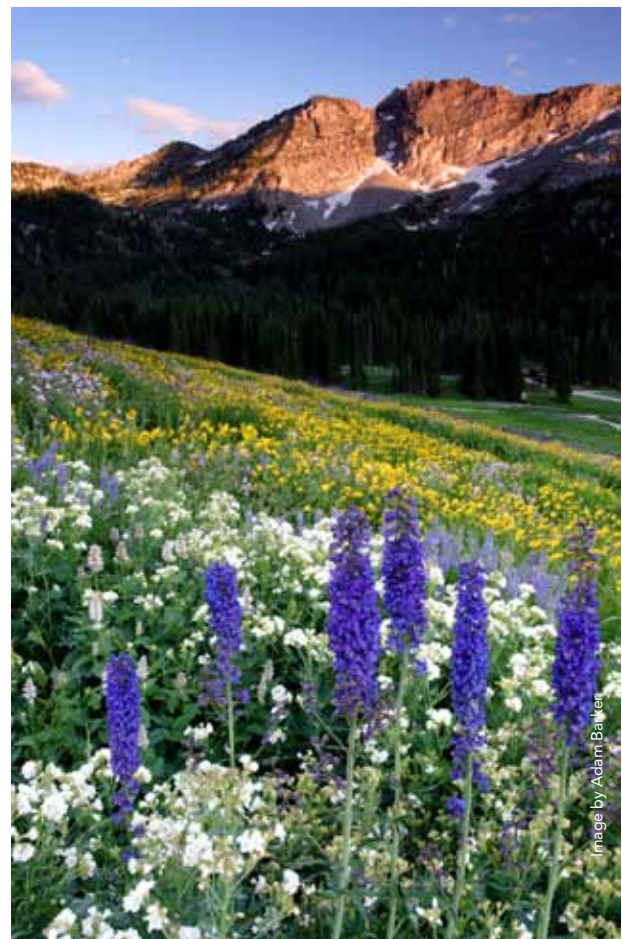


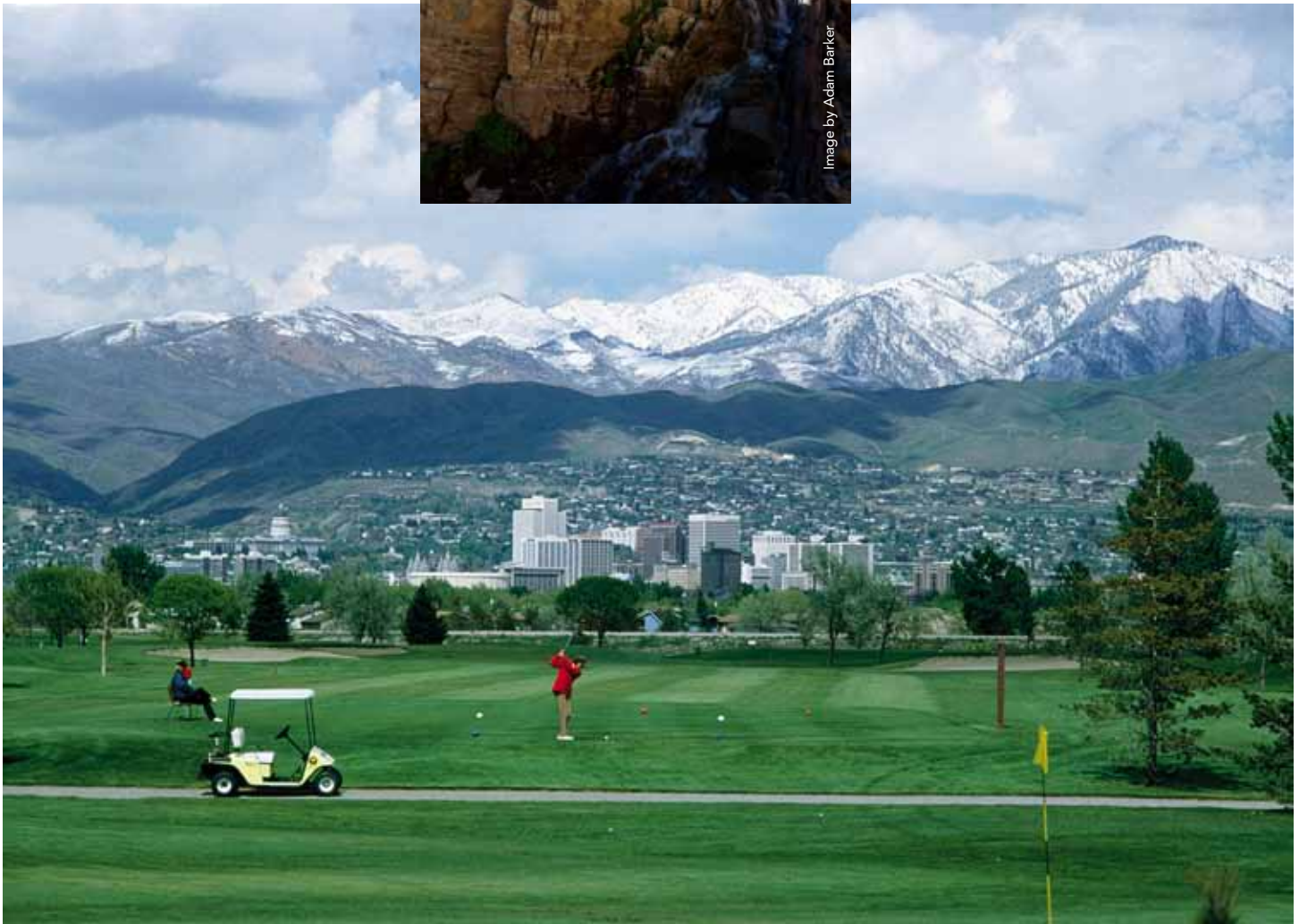
Image by Adam Baker

SALT LAKE CITY, UTAH, USA FACTS & FIGURES

during the city's pioneer days, was the result of the redevelopment effort. Well into the 1970's new businesses and shopping areas were built within renovated classic buildings generating vitality and activity in the downtown community.

Salt Lake City's continued growth into the 1980's and 90's brought the expansion of the Salt Lake International Center, University of Utah Research Park and the Triad

Center. The downtown skyline continued to grow with the building of the Salt Palace Convention Center at its present location and the construction of the American Stores Tower, currently known as the Wells Fargo Center. A new judiciary courts complex was also built at this time. Redevelopment restored city blocks, building facades and new urban parks further enhancing the beauty of the downtown area.



IMPORTANT DATES AND DEADLINES

November 2012

Su	M	T	T	Th	F	Sa
				1	2	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2012

Su	M	T	T	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January 2013

Su	M	T	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February 2013

Su	M	T	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March 2013

Su	M	T	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

April 2013

Su	M	T	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

2012

30 November

- Target this date to review and choose your marketing and support opportunities
- Contract for Exhibit Space due with full payment

14 December

- Description of materials to be displayed at booth

2013

11 January

- Exhibit floor placement announcement
- Exhibit space cancellation deadline

23 January

- Online Exhibitor Service Kit made available to all exhibitors who have paid in full

1 February

- Company profile for Guide to Exhibition is due

8 February

- Floor Plans due (exceeding 9 sq. meters)
- Reserve your space for Guide to Exhibition ad

15 February

- All function space requests are due

22 February

- Proof of commercial liability insurance is due
- Art work for advertisement in the Guide to Exhibition is due

1 March

- Exhibitor registration forms due

22 March

- EAC forms due to Freeman

19-21 April

- Exhibitor move-in

19 April

- Registration opens on-site at 14:00

20-21 April

- SMRT Annual Meeting

20-26 April

- ISMRM Annual Meeting & Exhibition

25 April

- Closing Party
- Exhibitor Dismantle, 16:30–11:59

26 April

- Meeting Adjourned, 12:30