

2014 EXHIBITOR PROSPECTUS

Joint Annual Meeting
ISMRM-ESMRMB

2014

*Fashioning MR to Improve
Global Healthcare*

Milan **ITALY**

10-16 MAY 2014
MiCo-Milano Congressi

Join 6500+ global attendees and reach thousands of your key buyers.

- Maximum Exposure **PAGE 13**
- Prime Marketing Opportunities **PAGES 13-16**
- Exhibitor Benefits **PAGES 5-7**

READ MORE TO
DISCOVER EXCITING 2014 VALUES!
INCLUDING A BRAND NEW EXHIBITION CONTEST
GUARANTEEING INCREASED BOOTH TRAFFIC!



Milan **ITALY**

10-16 MAY 2014

Follow us:



Dear Exhibitors,

The International Society for Magnetic Resonance in Medicine (ISMRM) and the European Society for Magnetic Resonance in Medicine and Biology (ESMRMB), are very pleased to invite you to join us to exhibit in Milan, Italy, 10-16 May 2014, at the Joint Annual Meeting ISMRM-ESMRMB.

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.

The ISMRM, an international, interdisciplinary professional society, is pleased to return to Europe, collaborating once again with the ESMRMB, a nonprofit European society, united with the ISMRM on continuing the dialogue between the scientific and clinical communities focused on magnetic resonance in medicine and biology. Together our societies in 2014 will provide exceptional educational opportunities as well as an outstanding forum for presentation of the latest research to the MR community.

The Joint Annual Meeting ISMRM-ESMRMB in 2014 will draw approximately 6500 attendees, your prospective clients, providing endless opportunities for connecting. Please turn the pages of this Prospectus to learn further details on why you should join us in Milan and what you will receive for your investment. Make the best business decision to exhibit at the Joint Annual Meeting ISMRM-ESMRMB quickly, as space is at a premium this year and will be sold on a first-come, first-served basis. 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.

In Milan you will find not only a city considered one of the fashion capitals of the world, but a city focused on the arts, with iconic museums and art galleries as well as centers for the performing arts, including the La Scala opera house. In addition, we know you will enjoy classic Milanese cuisine served in world-renowned restaurants and cafes found throughout this vibrant city.

We hope you will join us in Milano, 10-16 May, 2014. Start planning now! A presto!

THE ISMRM & ESMRMB DEDICATED STAFF

THE ISMRM STAFF

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

THE ESMRMB STAFF

Denise Cosulich, *Executive Director*
 Claudia Passuello, *Coordinator of Educational
Activities and Society Management*
 Viktoria Schiefert, *Scientific Department*
 Elena Skocek, *Coordinator of Educational Activities*



"...the ISMRM coordination team is top notch!"

"The ISMRM Annual Meeting is consistently *one of our best events in terms of both ease of exhibition set up and quality of the audience and technical content*. The coordination team that helps us set up our booth is top notch; they are great communicators and have an extremely organized process that makes the exhibitor's experience hassle free. Remcom has a long history of participation in the MR community, and we consider the ISMRM organization to be one of the industry's most respected and credible resources for building our network."

—Remcom

OUR STAFF WILL
 PROVIDE YOU WITH A
 SEAMLESS & COMFORTABLE
 EXHIBIT EXPERIENCE IN MILAN

TABLE OF CONTENTS



Welcome Letter	2
Exhibitor Benefits.....	5-7
2013 Meeting Analysis	8-10
2013 Exhibitors	11
2013 Corporate Members	12
2014 Marketing Opportunities.....	13-16
Contract Instructions	17
2014 Technical Exhibition Rates.....	17
Priority Points & Booth Assignments...	19
Floor Plan & Booth Designs	20-25
Exhibition Rules & Regulations	26-28
Contract for Exhibit Space	29-30
Exhibitor Registration	31
Technical Exhibition Dates & Hours.....	32
Contracted Labor.....	33
Housing.....	34
Hospitality Benefits	35
Milan	36-38
Milano Congressi (MiCo)	39-40
ISMRM Corporate Membership	41
Important Dates & Deadlines.....	42

**OUR EXHIBITOR
PROSPECTUS IS DESIGNED
TO GIVE YOU ANSWERS AND
HELP YOU STAY ON TRACK!**

EXCEPTIONAL 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 immediate and future suspects, prospects, leads and confirmed business.

Professional Event-Support Staff

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

Strategic Integrated Marketing Opportunities

The ISMRM offers 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, online marketing, participate in corporate membership programs, digital advertising—whatever your choices, they are all designed to assist you in making the most of your exhibition experience!

Destination & Quality Venues

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



"...the ISMRM annual meeting... one of the very best..."

"I personally rank the ISMRM annual meeting as *one of the very best meetings when it comes to scientific meetings on Magnetic Resonance*. The scientific content covering most of today's and tomorrow's hot topics attracts a prime concentration of active researchers in the field of MR – from fresh students to internationally accepted luminaires. All this is perfectly completed by the professionalism of its organization."

— RAPID Biomedical GmbH

ISMRM SELECTS
ONLY THE BEST BUSINESS
DESTINATIONS AND WORKS WITH
GREEN AND SUSTAINABLE VENUES!

MORE EXCEPTIONAL EXHIBITOR BENEFITS



"...business lead/networking opportunities are exceptional!"

"We always enjoy exhibiting at the annual ISMRM meeting. The quality of the business leads and *the networking opportunities are exceptional*. We look forward to participating in next years' ISMRM-ESMRMB Joint Annual Meeting in Milan!"

—ScanMed of Resonance Innovations, LLC

Call +1 510 841 1899 or
email info@ismrm.org for assistance

Limited Exhibitors

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

Exhibitor Value

We continue to add to the value of your exhibition experience! To assist you financially, we will continue to provide complimentary lead retrieval, and will again negotiate lower internet rates. As usual, you will receive preferential exhibitor service kit rates if purchased by an early bird date. New in 2014, *immediate, longer and advertised website exposure* for YOU once your 2014 exhibition space is selected. As well, a *brand new exciting exhibition contest guaranteeing increased booth traffic*.

Pre-Show Marketing

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

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.

ISMRM IS
EXHIBITOR FOCUSED!

MORE EXCEPTIONAL EXHIBITOR BENEFITS

Pre/Post-Show Advertising

Your company name and contact information site 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 website 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, electronic poster traffic as well as a brand new exhibition contest!—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.

Yearly Updated Industry Demographics

Updated and expanded industry demographics to assist you in making solid business decisions in this vital and challenging economy.



"...one of our top opportunities to network with leaders"

"The ISMRM meeting is one of our top opportunities to network with leaders in the field of MR each year. Oftentimes, *conversations that begin at this show spark new ideas*, interesting projects and valuable collaborations. In addition, working with the society has always been a pleasure, as society leadership works with us tirelessly to optimize the opportunities for us to deliver value to the ISMRM membership."

—Bracco Imaging

ATTRACT
THOUSANDS OF KEY
DECISION MAKERS!

2013 REGISTRATION DEMOGRAPHICS

MEET ATTENDEES FROM OUR GLOBAL SPHERE



- 57% North America
- 28% Europe
- 13% Asia
- 1% Africa/Middle East
- 1% Australia/New Zealand

2013 MEETING STATISTICS

ATTENDEE BREAKDOWN 2013

MD	12%
MD/PHD	4%
PHD	44%
OTHER DEGREE OR NONE DESIGNATED	39%

PROGRAM STATISTICS

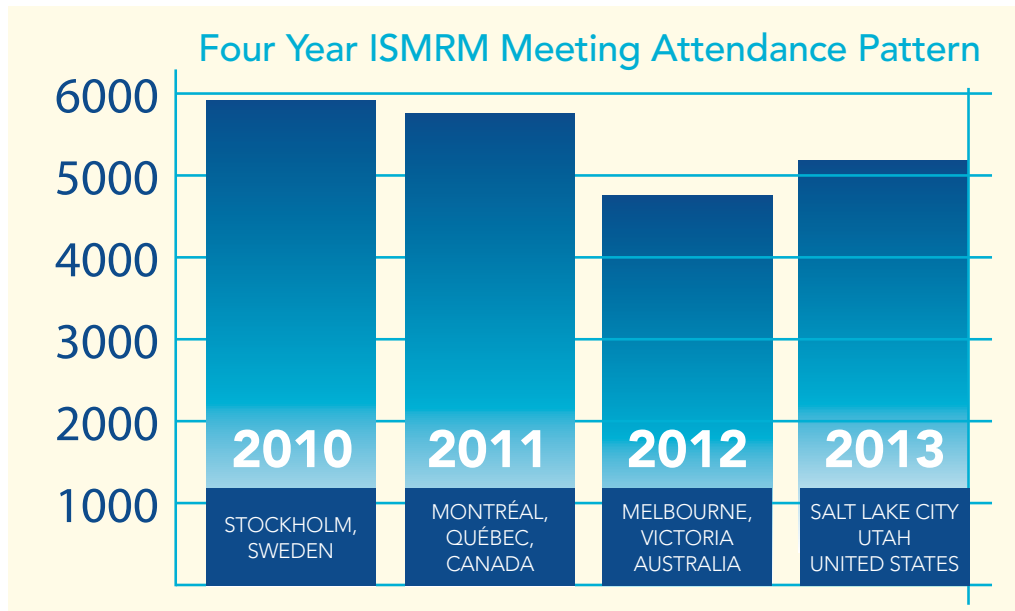
Oral presentations	858
Electronic posters	1753
Traditional posters	1965
Educational presentations	403
Student stipends awarded	936

**THERE ARE
NO BORDERS ON OUR
INTERNATIONAL EXHIBIT FLOOR!**

ISMRM MEETING DEMOGRAPHICS

ATTENDANCE HISTORY

MARKET YOUR COMPANY AT THE LARGEST MEETING DEDICATED TO MR



	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	2014 Milan, Italy
Professional Attendees	3266	4491	4872	5350	5324	4958	5901	5770	4646	5100	Reconnect with industry & contemporaries alike in Milan, Italy. Plan for record-breaking attendance!
One-day-only Attendees	65	61	45	106	109	47	42	167	221	416	
Spouses	15	9	10	30	42	33	30	48	36	34	
Exhibits: Viewing Only	52	42	46	55	82	13	55	31	14	28	
Exhibitor Personnel	866	1043	906	1043	1132	630	863	976	840	726	
Guests to the Exhibition	NA	NA	27	7	0	1	1	0	0	0	
# of Exhibiting Companies	49	60	71	71	86	56	63	66	60	69	

PARTNER WITH US
IN MILAN, ITALY
10-16 MAY 2014

Call +1 510 841 1899 or email info@ismrm.org for assistance

ISMRM ANNUAL MEETING & EXHIBITION ATTENDANCE • 2013

2013 GLOBAL ATTENDANCE STATISTICS

Australia	55	Ireland	5	South Korea	121
Austria	45	Israel	23	Saudi Arabia.....	2
Belgium.....	28	Italy.....	40	Scotland, UK.....	18
Brazil.....	20	Japan.....	202	Singapore.....	26
Canada.....	298	Jordan	1	Slovakia	3
Chile	6	Mexico.....	6	Spain	19
China	247	New Zealand.....	6	Sweden	57
Cyprus	1	Nigeria	1	Switzerland.....	136
Czech Republic ...	3	Norway.....	23	Taiwan	59
Denmark.....	24	Philippines.....	1	Thailand.....	2
Egypt.....	1	Poland	6	The Netherlands .	185
Finland.....	20	Portugal.....	2	Turkey.....	14
France	87	Qatar	2	United Kingdom .	292
Germany.....	399	Romania	2	Uruguay.....	1
India.....	20	Russia	4	USA	2584
Iran	2	South Africa	6		

ISMRM ANNUAL MEETING EXHIBITORS 2013

JOIN YOUR COLLEAGUES
AND COMPETITORS AT THE WORLD'S
LARGEST MEETING DEDICATED TO
MAGNETIC RESONANCE

Agilent Technologies, Inc.	FUS Instruments	Olea Medical
Aspect Imaging	GE Healthcare	Opsens, Inc
Avotec, Inc.	GMW Associates	PearlTec AG
Bayer HealthCare	Guerbet LLC	Pepric
BIOPAC Systems, Inc.	Hitachi Medical Systems America, Inc.	The Phantom Laboratory
Bracco	International Electric Company	Philips Healthcare
Brain Products	Invivo	Pure Devices
Brain Vision LLC	ISMRM	RAPID Biomedical GmbH
Bruker	KinetiCor	Remcom
Cambridge Research Systems, Ltd.	Kopp Development	Resonance Technology, Inc.
Cedrus Corporation	Liquids Research	Rockland Technimed
The Coil Company	LMT Medical Systems GmbH	SA Instruments, Inc.
Communication Power Corporation	MagResource	ScanMed
Compumedics USA, Inc.	Metrasens, Ltd.	Shelley Medical Imaging Technologies
Conaptic Limited	Miltenyi Biotec	Siemens AG Healthcare Sector
CST of America	MR Instruments, Inc.	St. Jude Children's Research Hospital
Doty Scientific, Inc.	MR Solutions, Ltd.	Tesla Engineering Ltd.
Electrical Geodesics, Inc. (EGI)	MRI Tec/MR:comp GmbH	Toshiba America Medical Systems
Elsevier, Inc.	MRlpad	Visualization Sciences Group
EM Software & Systems – FEKO	Nata Technologies	John Wiley & Sons LTD
Ergospect GmbH	Neoptix Fiber Optic Sensors, Inc.	World Molecular Imaging Society
ESMRMB	NordicNeuroLab AS	ZMT Zurich MedTech AG
ETS-Lindgren	Nova Medical, Inc.	
Fiera Milano Congressi	NUKEM Isotopes GmbH	

EXHIBIT ALONGSIDE
THE BEST COMPANIES
IN THE MR INDUSTRY!

ISMRM CORPORATE MEMBERS 2013

RISE ABOVE THE CROWD
& BECOME A CORPORATE MEMBER!
PARTNER WITH ISMRM & BOOST YOUR
EXPOSURE & BENEFITS

ISMRM Corporate Members 2013

Gold Corporate Members:

GE Healthcare
Philips Healthcare
Siemens

Silver Corporate Members:

Bayer HealthCare
Bruker

Bronze Corporate Members:

Bracco
Hitachi
Shanghai United Imaging Healthcare Co., Ltd.
Toshiba

Associate Corporate Members:

Nova Medical, Inc.
ZMT Zurich MedTech AG

For more information about
the benefits of being a corporate member, contact
Roberta A. Kravitz, Executive Director,
E: roberta@ismrm.org or T: +1 510 841 1899

MARKETING OPPORTUNITIES TO MAXIMIZE YOUR EXPOSURE

REACH YOUR TARGET AUDIENCE THROUGH COMMERCIAL SUPPORT & MARKETING OPPORTUNITIES

We are pleased to provide an abundance of marketing and promotional opportunities. Subsidizing any item entitles your company to be acknowledged on the meeting web site as an official supporter, in print publications, along with acknowledgment on signage onsite at the annual meeting. Remember, we are doing our job in bringing you these fabulous marketing opportunities. The rest is up to you so please participate and bring this qualified captured audience to your booth!

Opening Reception

Maximize your exposure at one of ISMRM's best networking events. Support this reception exclusively and attendees will *see your logo everywhere!*—on drink tickets, cups, napkins, along with signage at the entrance and throughout the exhibition hall. Over 4,000 clinicians, scientists and technologists from all over the world are ready to network at our much-anticipated, kick-off opening reception. *Be the host and the talk of the meeting!*

Closing Party

Encourage final connections at the world's premier meeting in the MR global community. *Spotlight your company* as a sole supporter of our Closing Party.

ALL MARKETING
OPPORTUNITIES ARE AVAILABLE ON
A FIRST-COME, FIRST-SERVED BASIS

MARKETING OPPORTUNITIES: CHOOSE ONE, OR MORE!

☐ Pens

Place your company's name in the hands and pockets of all our attendees! We hand out over 6,000 pens every year. Support this popular item and *enjoy take-home exposure!*

☐ Advertisement in the "Guide to the Technical & Poster Exhibition"

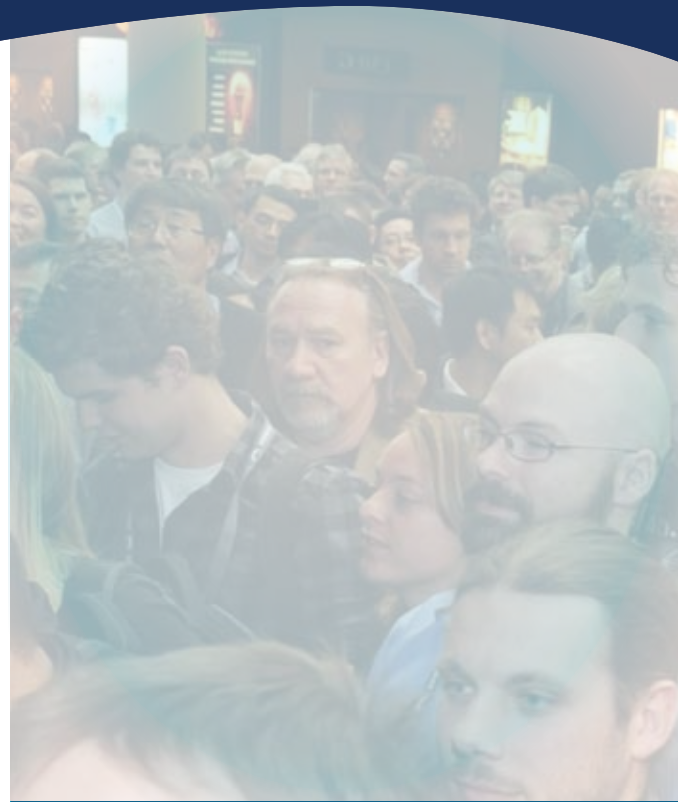
Get the attention of 6,000+ meeting attendees with your advertisement in our full-color *Guide to the Technical & Poster Exhibition*. Full-color, full page and half page spaces are available.

☐ USB Drives

Be the sole supporter of the USB Drive containing the Proceedings and Educational Syllabus for the annual meeting. Our USB drive is distributed to all registrants and provides an *exclusive opportunity to display your company logo prominently* on the shell of the drive!

☐ Email Stations

Keep your company's branding *on constant display* for all attendees to view. Computer screens of each station display your message daily throughout the meeting.



"...we were able to receive high-quality leads..."

"For many years, Zurich MedTech AG (ZMT) proudly participated at several exhibitions and workshops within the framework of ISMRM and ESMRMB. We are happy to express our gratitude to be part of these fruitful events. In particular with respect to networking and in order to present our latest products, *we were able to receive high quality leads and positive feedback*. ZMT will continue to participate at ISMRM and ESMRMB as exhibitor."

—Zurich MedTech AG (ZMT)

MAKE THE MOST OF
YOUR EXHIBITION EXPERIENCE
AND MARKET YOUR COMPANY!

MARKETING OPPORTUNITIES: CHOOSE ONE, OR MORE!



"...This exhibition is a vital tool to meet customers."

"Over the past 13 years, the ISMRM Technical Exhibit has played an important role in the success of our company. This exhibition is a vital tool to meet with both existing and potential customers in order to better understand their needs. *The meeting also provides an excellent opportunity for us to showcase our latest developments* in MRI coil technology. As always, the ISMRM staff is dedicated to ensuring that we have a great exhibit."

—Nova Medical, Inc.

Call +1 510 841 1899 or
email info@ismrm.org for assistance

☐ Refreshment Concessions

Place your company's brand in front of an appreciative audience! Meeting attendees consistently report their preference for easy access to coffee, tea and soda. *Sponsor as many refreshment breaks as you desire* or even a continental breakfast. Concession opportunities are also available in the Speaker Ready Room.

☐ Speaker Ready Room

Receive distinguished coverage and be seen in a highly trafficked area where *over 1200 industry leaders* upload their presentations and visit many times throughout the week.

☐ Product Display Bar

Display your brochures and literature within easy reach of attendees. The staffed ISMRM Resource Center is *an effective replacement of the convention bag insert*. Limited spaces are available.

☐ Electronic/Digital Signage Advertisements

Visibility—all day long on digital screens at the convention center! *You can't beat this type of coverage!*

YOU CAN'T BEAT
THIS TYPE OF COVERAGE!
YOUR INVESTMENT WILL BE
RETURNED TO YOU!

MARKETING OPPORTUNITIES: OR... CREATE YOUR OWN!

❑ Product Theatre

Capitalize on ALL conference traffic away from your booth with *private presentations right on the exhibition floor!* Our Product Theater features chairs, podium, screen, projector and microphone. Repeat your presentations daily and/or throughout the week. First come first serve; pricing based on package availability.

❑ Wireless Internet Support

Receive signage and recognition for what will surely be one of *the conference's most utilized services*. Be the sole supporter of the Joint Annual Meeting Wireless service.

❑ Program-At-A-Glance Booklets

Keep your company's logo and/or small ad close at hand on every attendee! The Joint Annual Meeting Program-At-A-Glance is pocket-sized and also fits into our badge holders. *It is a well-used, handy reference* for all attendees.

❑ **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.

❑ 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.

❑ Your Great Ideas!

Tell us what support opportunity will *maximize your company's success* at the ISMRM-ESMRMB Joint Annual Meeting in Milan, Italy. We are at your service.

Please note that all marketing ideas are subject to approval by the ISMRM.

YOUR GREAT
MARKETING IDEAS ARE
WELCOME!

HOW TO CONTRACT FOR TECHNICAL EXHIBIT SPACE

ENJOY COMPETITIVE PRICING ON EXHIBIT SPACE RENTAL RATES

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 10–16 May, 2014; and
- (4) A cheque: **Please make funds payable to:**

International Society for Magnetic Resonance in Medicine
Full payment of the total rental cost to be submitted by
29 November 2013.

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

PLEASE FAX CONTRACT TO: 510-841-2340 or EMAIL TO: Melisa@ismrm.org

Exhibit-Space Category	Cost
• Standard Rate	US \$425.00 per square meter plus
• Publishers Rate	US \$400.00 per square meter plus
• 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 29 November 2013.)

*All companies from Europe must provide their VAT # since VAT is applicable in their country of establishment (Reverse Charge Procedure).
VAT is not applicable to companies established outside Europe.*

WHAT TO EXPECT AFTER YOUR 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 2014 Guide to the Technical & Poster Exhibition 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, 31 January 2014. Please send your profile only by email to Melisa Martinez, Meetings Coordinator: melisa@ismrm.org. Forms and further information will be provided on the release date of the Exhibitor Services Kit: www.ismrm.org/14/.

PLEASE NOTE:

Listing in the 2014 Guide to the Technical & Poster Exhibition and Program Book is available only to exhibitors whose full payment has been received.

An Exhibitor Online Service Kit is Provided

The ISMRM Exhibitor Service Kit will be made available online on Thursday, 23 January 2014 to exhibiting companies whose full payment has been received. The service kit contains a complete set of downloadable service forms.

Pre-Meeting Registration Reports

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

**DEADLINE FOR
YOUR COMPANY PROFILE:
FRIDAY, 31 JANUARY 2014**

BOOTH ASSIGNMENT & PRIORITY PLACEMENT POINTS

Priority Placement

Submit your Contract for Exhibit Space by Friday, 29 November 2013 in order to receive the maximum priority points possible.

Space Assignments

Announcement of exhibit space assignments will be made on Friday, 10 January 2014. 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, corners requested, 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, 29 November 2013. 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 2013.

Corporate Members

ISMRM Corporate Members earn additional points by benefit of being Corporate Members. Current year Gold Corporate Members will receive five points, Silver Corporate Members will receive three points, Bronze Corporate Members two points and Associate Corporate 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, 10 January 2014 for a full refund (minus a \$75 administration fee) of monies paid. If space is canceled after Friday, 10 January 2014, there will be no refund, and ISMRM will retain as liquidated damages all monies paid.

BOOTH SPACE & FLOOR PLAN

MiCo (Milano Congressi)

Milano, Italy

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 or any other space. 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 purpose of booth selection. The ISMRM re-draws its floor plan 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.



PLEASE NOTE! *important changes in the floor plan are stated and described in the next paragraphs.*

Preliminary Floor Plan

Please note: Our 2014 Technical Exhibition Floor, Electronic Posters and Traditional Poster Floor will be different than in previous years due to the nuance of the exhibition hall space.

Our Traditional Poster Floor will be housed in a separate hall/space from the Technical Exhibition & E-Poster Floor. The Traditional Poster Hall will be located in the South Wing of the MiCo, Level 0. When you enter the Traditional Poster Hall, you will be entering a hall that has only traditional posters on the floor.

The Technical Exhibition Floor will be located together with the Electronic Posters, in the North Wing of the MiCo, Level 0. When you enter the Technical Exhibition Hall, you are entering a hall that will have corporate exhibition booths and electronic multimedia computer posters, crossing the hall. *Essentially both halls are on the same level and connected via a short walk-way. They are however, totally separate buildings and spaces.*

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.

MiCo - MILANO CONGRESSI

ENJOY A
VIDEO TOUR OF
THE MiCo- MILANO CONGRESSI
http://www.micmilano.it/Video_en.html

LEVEL +3 - South Wing

- AUDITORIUM
- PANORAMA LOUNGE

LEVEL MEZZANINE - South Wing

- SUITE ROOMS from 05 to 09
- OFFICES from 17 to 19

LEVEL +2 - South Wing

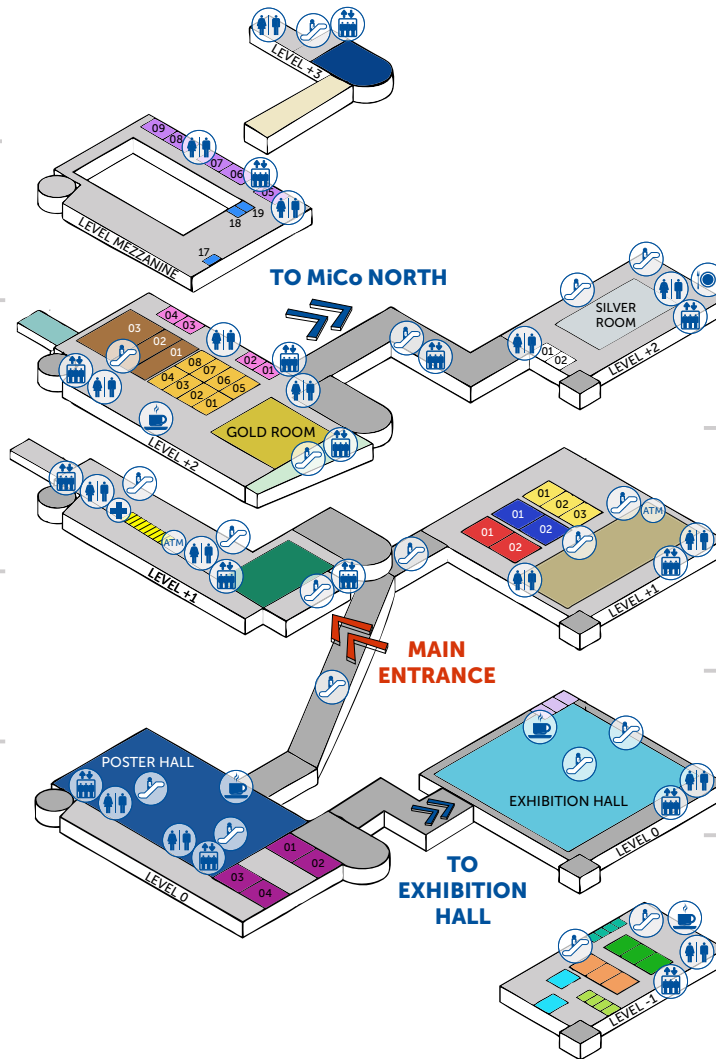
- GOLD PLENARY
- AMBER ROOMS from 01 to 08
- BROWN ROOMS from 01 to 03
- SUITE ROOMS from 01 to 04
- TOWER LOUNGE

LEVEL +1 - South Wing

- REGISTRATION:
- OFFICES from 09 to 16

LEVEL 0 - South Wing

- POSTER HALL
- SPACE ROOMS from 01 to 04



LEVEL +2 - North Wing

- SILVER ROOM
- WHITE ROOMS 01 and 02

LEVEL +1 - North Wing

- YELLOW ROOMS from 01 to 03
- BLUE ROOMS 01 and 02
- RED ROOMS 01 and 02
- HALL B

LEVEL 0 - North Wing

- EXHIBITION HALL
- MEETING ROOMS from 07 to 09

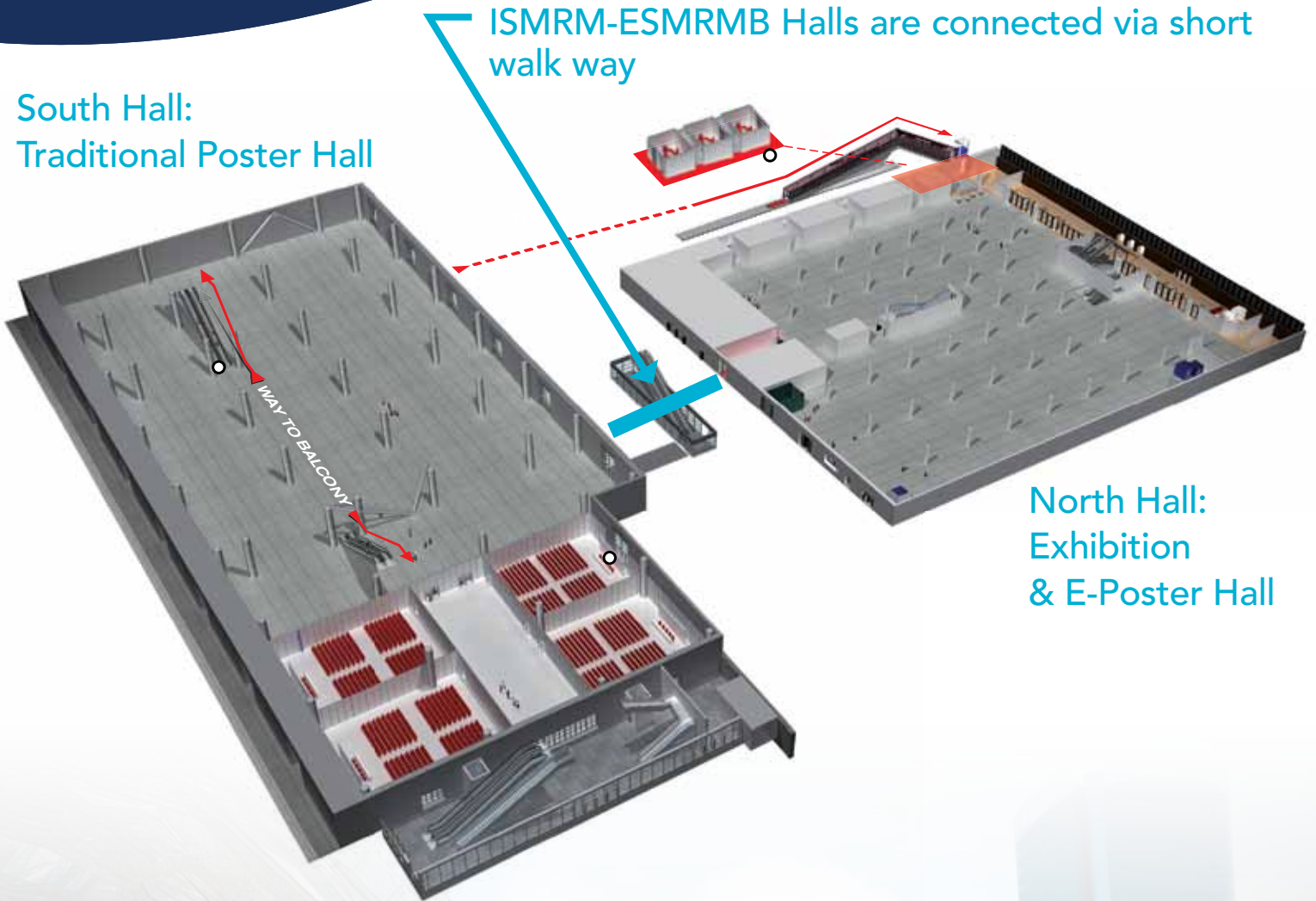
LEVEL -1 - North Wing

- GREEN ROOMS from 01 to 03
- ORANGE ROOMS from 01 to 03
- TOURQUOISE ROOMS 01 and 02
- MEETING ROOMS from 03 to 06
- OFFICES from 05 to 08

MiCo - MILANO CONGRESSI

South Hall:
Traditional Poster Hall

ISMRM-ESMRMB Halls are connected via short walk way



North Hall:
Exhibition
& E-Poster Hall

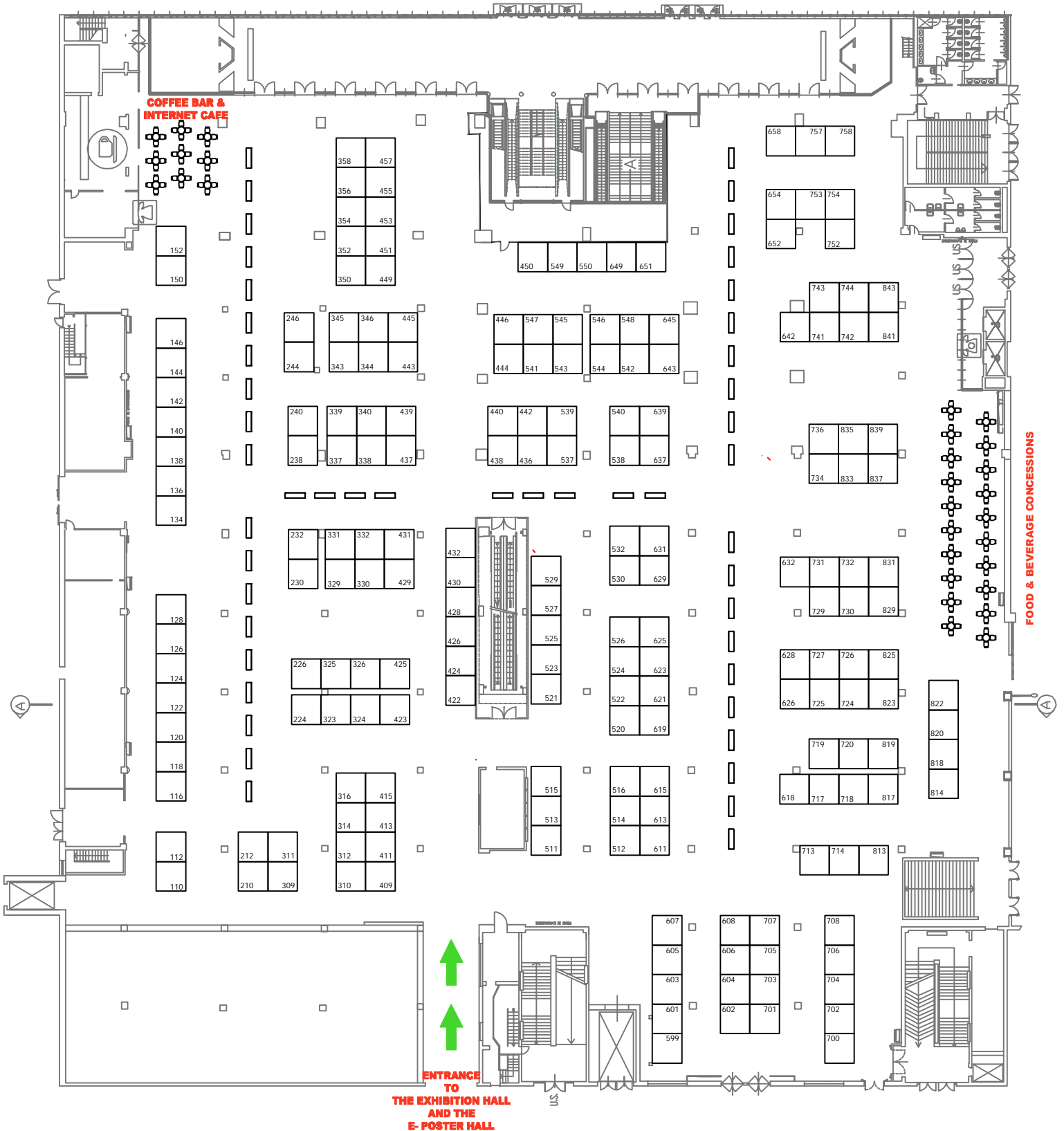


THE POSTER HALL &
EXHIBITION HALL WILL BE HOUSED IN
TWO SEPARATE BUILDINGS
CONNECTED VIA A SHORT WALKWAY.

Call +1 510 841 1899 or
email info@ismrm.org for assistance

FIERA MILANO CONGRESSI

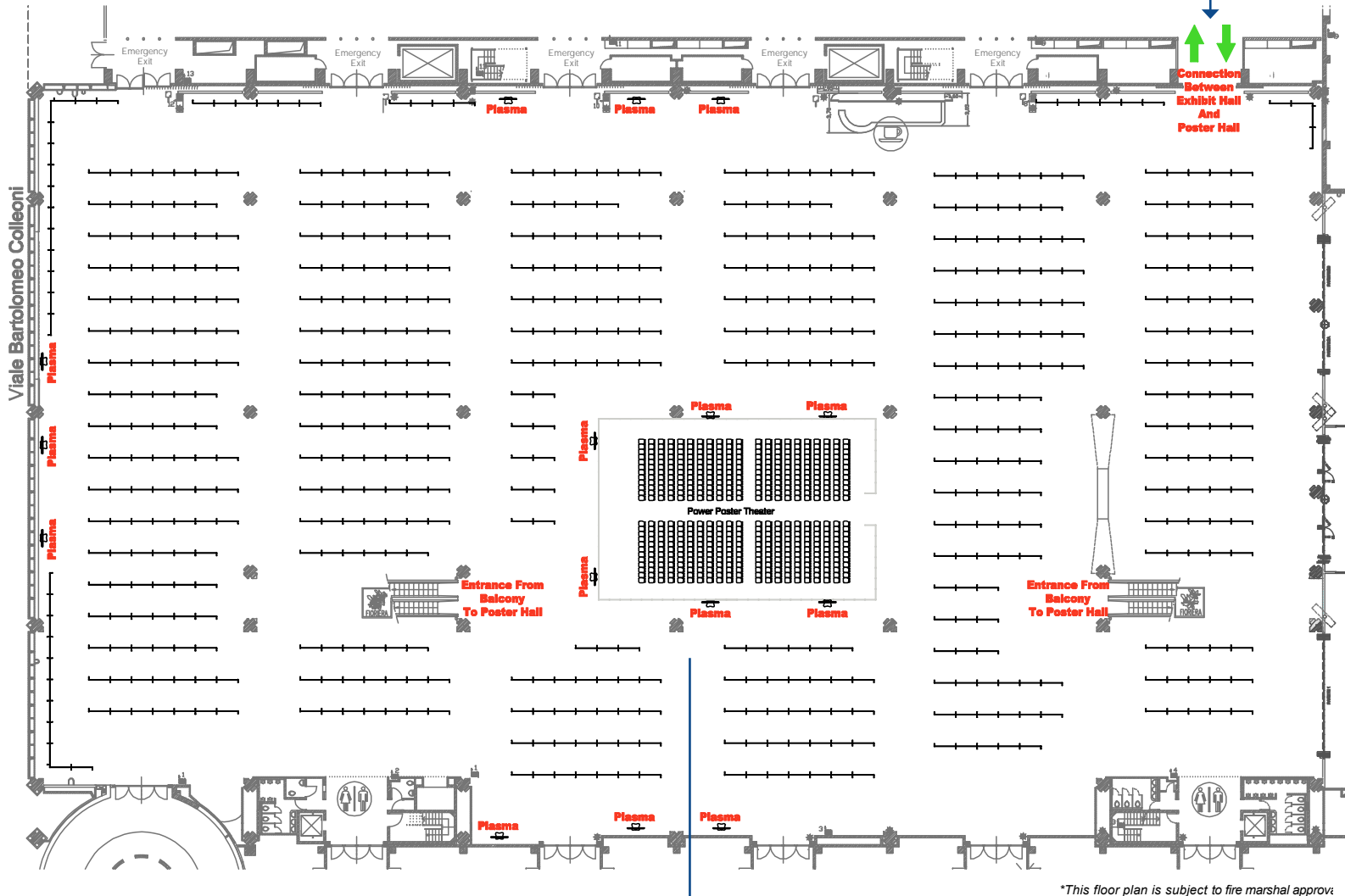
TECHNICAL EXHIBITION AND ELECTRONIC POSTER FLOOR



MiCo-MILANO CONGRESSI TRADITIONAL POSTER HALL

TRADITIONAL POSTER HALL

CONNECTION BETWEEN
EXHIBIT & POSTER HALL



Call +1 510 841 1899 or
email info@ismrm.org for assistance

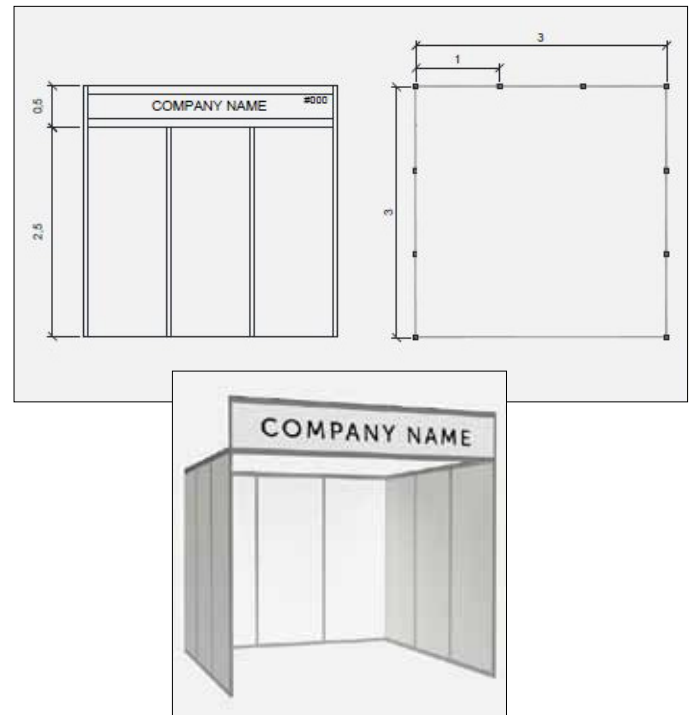
FOR A
FULL-SIZE VIEW OF
THE FLOOR PLAN, VISIT
WWW.ISMRM.ORG/14/14FLOOR.PDF

CHOOSE THE BOOTH THAT FITS YOUR EXHIBITION NEEDS

BOOTH SCHEMATICS MiCo-Milano Congressi

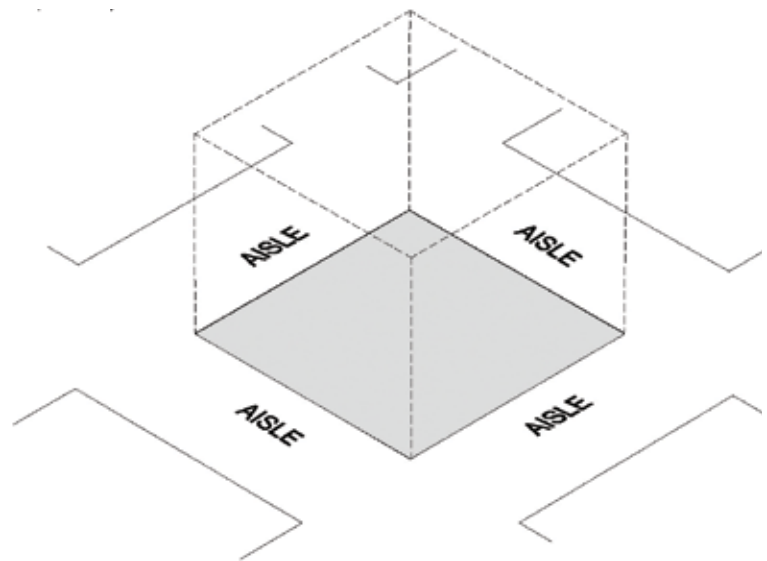
In-Line Exhibits

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 3 meters by 3 meters wide. Any items above .91 meter in height must be inset by .30 meter from the aisle. The booth will include white bi-laminated panels with an aluminum frame and a fascia board with your company's name and booth number.



Island Exhibit

An island booth is any size booth exposed to aisles on all four sides. A diagram must be submitted to the ISMRM General Contractor, Patti McDowell, Freeman, no later than sixty (60) days prior to the first day of move-in. A maximum of four (4) meters will be considered due ceiling heights. *This is very important for you to note and any questions or concerns should be directed to Patti McDowell, Patti.McDowell@freemanco.com).*



EXHIBITION RULES AND REGULATIONS

PAGE 1 of 3

PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

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 MiCo

(Milano Congressi) 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.

YOUR CONTRACT
INCLUDES
UNDERSTANDING
OF THESE
RULES AND
REGULATIONS.

PLEASE READ THEM
CAREFULLY
AND CALL US WITH
ANY QUESTIONS.

WE ARE HERE TO
HELP YOU ENJOY MAXIMUM
SAFETY AND SECURITY

EXHIBITION RULES AND REGULATIONS

PAGE 2 of 3

PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

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 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.

EXHIBITION RULES AND REGULATIONS PAGE 3 of 3

PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

Exhibitors are allowed to photograph, videotape or mechanically record their company's booth or 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.

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.

Important

Please review the complete Fire Regulations for Exhibitors located in the Exhibitor Service Kit. In all instances, ISMRM, the MiCo (Milano Congressi) and the Milan Fire Brigade Office MUST approve aspects of your booth in advance. Appropriate forms will be provided in the Exhibitor Services Kit.

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. 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.



10-16 MAY 2014
Milano Congressi

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

CONTRACT FOR EXHIBIT SPACE

Technical Exhibition Dates: 10-16 May 2014; Priority Placement Deadline: 29 November 2013

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
------	----------------	-----------------	---------

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
-------------------------	-------	-------------------------------------	----------------

(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 2014 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) _____

PLEASE FAX CONTRACT TO: 510-841-2340
EMAIL TO: Melisa@ismrm.org

JOINT ANNUAL MEETING ISMRM-ESMRMB CONTRACT FOR EXHIBITION • PAGE 2 of 2

COMPANY NAME _____

5. Booth Order:

Standard rate = US\$425.00/sq. m. | Publisher rate* = US\$400.00/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 US\$425 or US\$400 = US\$ _____
(A minimum order of 3 m x 3 m is required)

b) Island Exhibit: _____ X _____ m. x US\$425 or US\$400 = US\$ _____
(A minimum order of 6 m x 6 m required. Four corners required)

c) Number of corners requested (granted on first come first served basis): _____ corner(s) x US\$200.00 = US\$ _____

Total Space Rental US\$ _____

VAT # _____

All companies from Europe must provide their VAT # since VAT is applicable in their country of establishment (Reverse Charge Procedure). VAT is not applicable to companies established outside Europe.

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

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

7. Payment Information:

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

Payment: 100% payment (full payment due 29 November 2013) = US\$ _____

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 2014 Exhibitor Rules and Regulations published in the Exhibitor Prospectus and on the ISMRM 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 2014 lease agreement for exhibit space between the MiCo (Milano Congressi) and the ISMRM.

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 29 November 2013 by the ISMRM:

- a) Full Payment: Included here or Will be sent by 29 November 2013
- b) Description of materials to be displayed: Included here or Will be sent by 29 November 2013
- c) Company Profile for Guide to the Exhibition: Included here or Will be sent by 31 January 2014
- d) Floor Plan (if booth exceeds 9 sq. meters): Included here or Will be sent by 31 January 2014
- e) Proof of Insurance: Included here or Will be sent by 21 February 2014

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

SIGNATURE OF OFFICIAL REPRESENTATIVE _____

DATE _____

PLEASE FAX CONTRACT TO: 510-841-2340
EMAIL TO: Melisa@ismrm.org

EXHIBITOR REGISTRATION

Exhibitor Badges

Exhibitor badge order forms will be available in the ISMRM Exhibitor Service Kit. Completed forms are due in the ISMRM office by 28 February 2014. 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, 9 May 2014. 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 ISMRM badge. Anyone not preregistered by 28 February 2014 will not receive a badge and must register on-site beginning at 14:00 on Friday, 9 May 2014 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 (9) 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, 9 May 2014 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 (9) 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, 9 May 2014 at the Exhibitor Counter.

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

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

**SEND YOUR
EXHIBITOR BADGE**

REGISTRATION FORMS TO:

MELISA@ISMRM.ORG OR FAX: +1 510 841 2340

EXHIBITION SCHEDULE

OUR EXHIBITION SCHEDULE
IS DESIGNED FOR
MAXIMUM LEAD GENERATION

PLEASE READ CAREFULLY

Hours of Operation: ISMRM Poster Hall and ISMRM Exhibition Hall

As noted earlier in this Prospectus document, *in 2014 the ISMRM Poster Hall and Exhibition Hall will be housed in two separate buildings*. Although they will be connected via a very short passage way, they will still both have separate buildings. In recent past years, the Exhibition Hall hours of operation have been extended due to the Poster Hall sharing the same floor. Since this will not be the case in Milan in 2014, the Exhibition Hall will revert back to regular hours of operation, while the Poster Hall will remain open for the requested extended hours.

Activity	Thurs. 8 May	Fri. 9 May	Sat. 10 May	Sun. 11 May	Mon. 12 May	Tues. 13 May	Wed. 14 May	Thurs. 15 May	Fri. 16 May
ISMRM 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 11 May 2014, and no special arrangements have been made, the Executive Director of ISMRM 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 11 May 2014, for which no special arrangements have been made, may be resold or reassigned by the ISMRM without obligation on the part of ISMRM 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 Thursday 15 May 2014 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 15 May 2014. All display materials must be packed for carrier pick up not later than 22:00, Thursday 15 May 2014.				Poster Dismantle 16:30– 18:00	x

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. Internet, electrical, plumbing, catering, and telephone services, etc. 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 the ISMRM by 21 March 2014. 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 MiCo (Milano Congressi) 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. Please email EAC forms and certificates of insurance to Melisa Martinez at: Melisa@ismrm.org.

Labor Rates and Services

Detailed information regarding work rules for all trades operating at the MiCo-Milano Congressi site will be provided in the Exhibitor Service Kit. Labor rates will be announced in the Service Kit; all rates will be listed in Euros. Rates subject to change; local and government taxes are not included.

RECEIVE A GREAT RANGE OF RATES ON HOUSING IN MILAN!

QUALITY HOUSING IS AVAILABLE IN MILAN, ITALY

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

More detailed information on the various hotels and the hotel reservation form will be made available online through the ISMRM website. Do not contact the hotels directly in Milan 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.



ENJOY A
VIDEO TOUR OF MILAN

[HTTP://WWW.MICMILANO.IT/VIDEO_EN.HTML](http://www.micmilano.it/video_en.html)

HOSPITALITY ROOMS & EXHIBITOR MEETINGS

Guidelines for Planning Meetings & Social Functions

A limited number of meeting rooms will be available at the MiCo-Milano Congressi 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-ESMRMB program. *In general, functions will not be permitted during the following days and hours:*

- Sunday, 11 May 2014
Opening Reception, 17:45–19:15
- Monday–Wednesday, 12–14 May, 2014
07:00–18:00
- Thursday, 15 May, 2014
07:00–22:00
- Friday, 16 May
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 24 January 2014. 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 2014 Exhibitor Service Kit.

PLAN ANCILLARY EVENTS EARLY FOR BEST RESULTS

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 MiCo-Milano Congressi. 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.



MILAN, ITALY: A CITY ON THE MOVE

THE HEART OF FASHION,
EVENTS, SPORTS AND CULTURE, WITH A FOCUS ON
INNOVATION, TECHNOLOGY, DESIGN AND MOBILITY

A City Rich in Culture & History

Situated in Northern Italy, Milan is the second largest city and the capital of Lombardy. As of 2011, the metropolitan area contains a population of eight million; the current socio-economic make up is composed of Italian nationals as well as international residents. Milan's economy enjoys the success of fashion, manufacturing, banking and tourism, as well as the medical industry. Dating as far back as 400 BC, the city has a rich history filled with cultural and political accomplishments.

Because of its geographic location on the European continent, Milan is able to provide access for multinational workers to its many industries. During the post-war economic boom of the 1950's, Milan saw its population swell from 1.3 million to close to 2 million by 1967. Milan experienced a second wave in the 1970's of foreign-born immigrants. At the beginning of the 1990s, Milan already had a population of foreign-born residents of approximately 58,000 (4% of the then population), that rose rapidly to over 117,000 by the end of the decade (about 9% of the total). Milan is also home to the oldest and largest Chinese community in Italy, with almost 21,000 people in 2011.

The Economic & Financial Heart of Italy

Considered the economic and financial heart of Italy, Milan is home to the country's main banking groups and over 40 foreign banks. The Associazione Bancaria Italiana represents the Italian banking system and the Milan Stock Exchange, both located in the city. Milan is a major world fashion centre, where the industry can count on 12,000 companies, 800 show rooms, and 6,000 sales outlets with brands such as Armani, Versace, Prada, Gucci and Valentino headquartered there. Four weeks a year are dedicated to top shows and other fashion events within the city. Milan is also an



MILAN, ITALY FACTS & FIGURES

important manufacturing centre, especially for the automotive industry, with companies such as Alfa Romeo and Pirelli having a significant presence in the city. Other important products made in Milan include chemicals, machinery, pharmaceuticals and plastics. Milan generates approximately 9% of the national GDP while the economy of the Lombardy region generates approximately 20% of the Italy's GDP.

Milan Tourism Renewed

Milan's tourism industry is participating in a massive urban renewal project. FieraMilano SpA, Milan's primary trade fair organizer and owner of the fairground known as "FieraMilanoCity," has reconstructed the historic fair ground into the newly formed CityLife district. The new trade exhibition centre, Fiera Milano Congressi, built in the north-western suburb of Rho and inaugurated in April 2005, is one of the largest exhibition centres in the world. Along with



CityLife, many other construction projects are under way to rehabilitate disused industrial areas. Several famous architects have taken part in the project, such as Renzo Piano, Norman Foster, Zaha Hadid, Massimiliano Fuksas and Daniel Libeskind.

Achievements in Art & History

Milan boasts a vast collection of commissioned art by some of the most influential Italian families of the last millennia. Under commission by the 15th century Duke of Milan, Ludovico il Moro, Leonardo da Vinci produced the Renaissance masterpiece, "The Last Supper," which is housed at the Santa Maria delle Grazie.



MILAN, ITALY: RICH IN TRADE & CULTURE

Artistic achievements continued to flourish in Milan. Milan's most influential Baroque artist Caravaggio (born Michelangelo Merisi in Lombardy province) trained as a painter in Milan until moving to Rome. "Supper at Emmaus" by Caravaggio can be viewed at the Academy of Fine Arts of Brera Gallery. Works by Italian painters such as Raphael, Giovanni Bellini, Andrea Mantegna, Umberto Boccioni, Titian, Guido Cagnacci and Tintoretto are also housed at the Brera Gallery. Examples of the brief but influential Futurist movement can be seen at the Museo del Novecento at the Piazza del Duomo. One of the most notable pieces of the Futurist collection, Unique Forms of Continuity by Umberto Boccioni, is housed at the museum overlooking Duomo Square.



The Heart of Europe & Its Culture

As the gateway to Southern Italy, Milan offers a vast history of achievements in trade and culture throughout the ages. Initially a Celtic settlement dating back to 400 BC, the city of Milan was captured by the Romans in 222 BC. In February of 313, Emperor Constantine met with Augustus Licinius, in Milan, where they developed the Edict of Milan. The edict stated that Christians should be allowed to follow the faith without oppression. In years to follow Milan would pass through the hands of many invading tribes, influential families and distant kingdoms. Milan was at one time a duchy of France (1499), Spain (1559) and Austria (1714), ultimately joining the Kingdom of Italy in 1861.



MiCo-MILANO CONGRESSI

SUSTAINABLE ENGAGEMENT FACT SHEET

People, Planet, Profit - Adapting to Global Standards

The Fiera Milano Group— of which MiCo is an integral part—for some time now, has conformed to the GRI (Global Reporting Initiative) Triple Bottom Line, which defines the criteria for environmental, economic and social sustainability. Respect for the environment goes hand in hand with the economic sustainability of the project, and initiatives both aimed at the professional growth of its employees, and the establishment of favorable working conditions. In terms of social impact, MiCo's social responsibility extends beyond the purely corporate bounds, to look toward the future of the coming generations. It supports the young people enrolled in the (LAMCI-ASERI project —Sacred Heart Catholic University, Milan) postgraduate Master's degree program, focused on international congresses, by bringing them into contact with the working world and hands-on knowledge of the reference market in their chosen field of study.

The Green Belt

MiCo is integrated into a network of bike and walking paths that weave a green corridor throughout the urban fabric. The green belt is an eco-sensitive corridor, through metropolitan areas, designed to enhance the wellbeing of its citizens.

Do Not Consume

The new conference center—inaugurated in May 2011—is part of the regeneration of exhibition spaces where walls, slabs, some of the roofing and systems, have been recycled with the obvious intent of not using new urban land or new materials.

Do Not Disperse

MiCo was designed to incorporate the guidelines for conservation of energy produced by the heating, cooling and lighting systems in its interior spaces, through the use of double-glazed windows, equipped with solar protection, insulation of the roof and walls, use of digital lighting systems, and the creation of spaces with similar requirements for temperature and illumination.



MiCo-MILANO CONGRESSI

SUSTAINABLE ENGAGEMENT FACT SHEET

Careful Use

Daily use of the space and hosting thousands of guests call for the constant use of automatically-controlled energy-producing elements. Energy-efficient electrical equipment, a building automation system that controls the functions of the thermo-mechanical plant, water-flow regulators on water faucets and other discharge equipment, make it possible to reduce energy waste across the board.

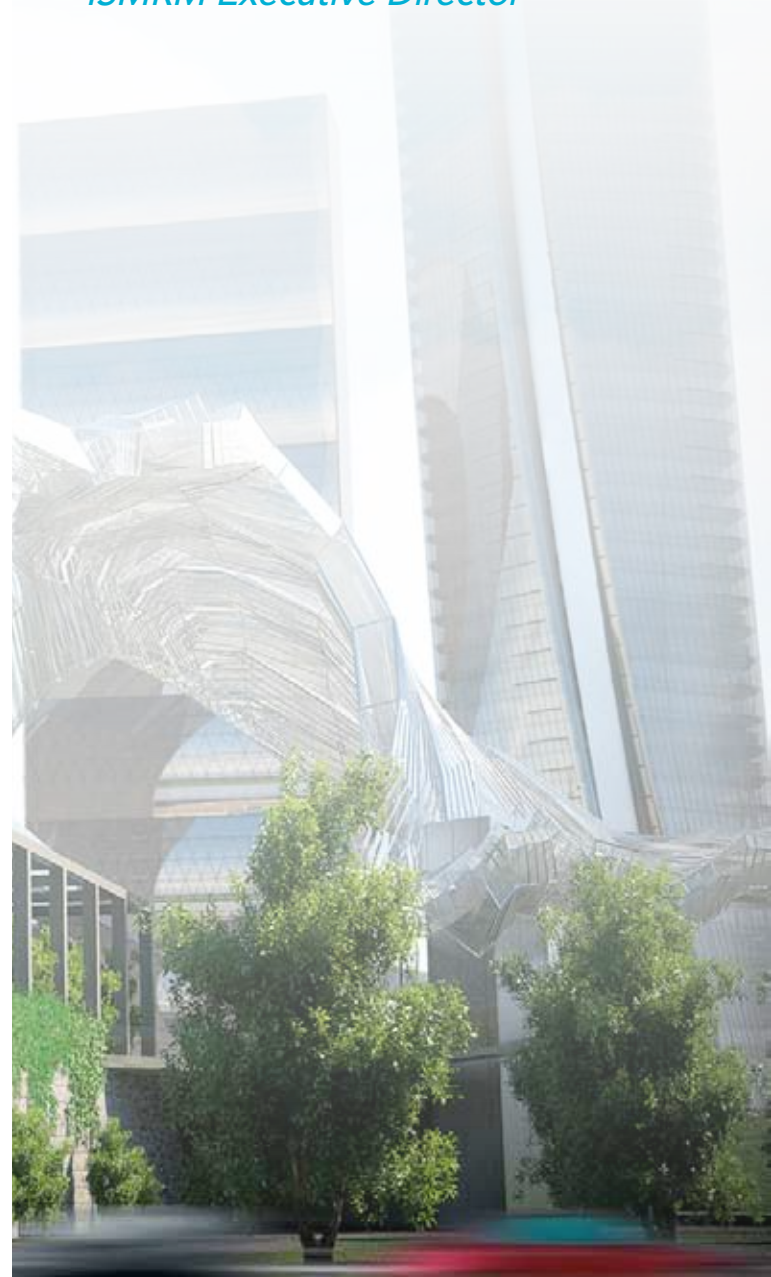
The congress center and its offices comply with the rules for separate collection regarding waste disposal and recycling and ensure—through precise checking procedures—compliance with these regulations by the exhibition set up suppliers, who are responsible for taking care of it.

Do Not Waste

MiCo is not just a stop on an itinerary, but a destination where people share meaningful moments of their business and personal lives, and during which they take advantage of the services provided by carefully selected partners. The company that manages the catering services at MiCo—and which is committed to its ethical guidelines—makes free daily deliveries of the food left-over from events, properly sealed in packages, to the Siticibo-Food Bank, for distribution to those in need.

"We are pleased to be working with the MiCo-Milano Congressi, not only for its exceptional meeting and exhibition space, but because of its well established corporate sustainability policies and practices."

*—Roberta A. Kravitz,
ISMRM Executive Director*





CORPORATE MEMBERSHIP

Meet our diverse, international MR community of over 6,000 clinicians, physicists, engineers, biochemists and technologists from more than 70 countries around the world! This powerful society of MR professionals can become your captive audience through a Corporate Membership with ISMRM.

Enjoy brand exposure at its best: maximum coverage at our Annual Meeting to targeted positioning at one of our worldwide workshops and courses. ISMRM Corporate members access many effective avenues of promotion including customized platforms to meet specific marketing goals.

FOR GROWTH & SUCCESS

To learn more about growing your company through ISMRM Corporate Membership please visit www.ismrm.org, or contact Roberta Kravitz, ISMRM Executive Director roberta@ismrm.org +1 510 841 1899



SEE PAGE 12 FOR A LIST OF CURRENT ISMRM CORPORATE MEMBERS

IMPORTANT DATES AND DEADLINES

2013

- 29 November
 - Target this date to review and choose your marketing and support opportunities
 - Contract for Exhibit Space due with full payment
- 13 December
 - Description of materials to be displayed at booth

2014

- 10 January
 - Exhibit floor placement announcement
 - Exhibit space cancellation deadline
- 24 January
 - Online Exhibitor Service Kit made available to all exhibitors who have paid in full
- 31 January
 - Company profile for Guide to Technical & Poster Exhibition is due
 - Floor Plans due (exceeding 9 sq. meters)
- 7 February
 - Reserve your space for advertisement in the Guide to Technical & Poster Exhibition
- 14 February
 - All function space requests are due
- 21 February
 - Proof of commercial liability insurance is due
 - Art work for advertisement in the Guide to Technical & Poster Exhibition is due
- 28 February
 - Exhibitor registration forms due
- 21 March
 - EAC forms due to Freeman
- 9 May
 - Exhibitor move-in
 - Registration opens on-site at 14:00
- 10-11 May
 - SMRT Annual Meeting
- 10-16 May
 - Joint Annual Meeting ISMRM-ESMRMB
- 11 May
 - Opening Reception
- 15 May
 - Closing Party
 - Exhibitor Dismantle, 16:30–23:59
- 16 May
 - Meeting Adjourned, 12:30

November 2013

Su	M	T	T	Th	F	Sa
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December 2013

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January 2014

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February 2014

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March 2014

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April 2014

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May 2014

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