

# 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