



25TH Annual Meeting

& Exhibition • 22–27 April 2017

SMRT 26th Annual Meeting • 22–24 April 2017

HONOLULU, HI, USA

www.ismrm.org • www.smrt.org



EXHIBITOR PROSPECTUS

2017



**WATCH YOUR
EXHIBIT SALES RISE**

Exhibitors Benefits

PAGES 5-7



**ATTRACT MORE
DECISION-MAKERS**

Marketing Opportunities

PAGES 14-16



**PARTNER WITH US
FOR SUCCESS**

Ready-To-Sign Contract

PAGES 18-19



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Exhibitors ... Partner with Us for **Success** in Hawai'i!

Get set for the new and exciting offerings of the ISMRM 25th Annual Meeting & Exhibition in Honolulu! **We expect over 5500 international MR professionals** — your prospective clients! — in the multi-award winning Hawai'i Convention Center. Our 2017 floor is designed to entice those attendees and drive business! (Choose your booth on page 18)

Your target audience awaits!

- Maximize your exposure!
- Generate new sales prospects!
- Demonstrate your leadership in the MR industry!

Choose from our full range of marketing opportunities to boost your brand's position in the lead. (Great ideas are on pages 14-16)

We are at your service. Use this Prospectus to plan for success in Honolulu. Call +1 510 841 1899 or email info@ismrm.org.

Ready to start? **The contract is on page 18.** Here's to surpassing your business goals in Honolulu, Hawai'i!

Roberta A. Kravitz
ISMRM Executive Director

Anne-Marie Kahrovic
ISMRM Director of Meetings

Melisa Martinez
ISMRM Meetings Coordinator



THE ISMRM STAFF IS COMMITTED TO CREATING A SEAMLESS & COMFORTABLE EXHIBIT EXPERIENCE FOR YOU IN HAWAI'I

Exhibitor Testimonial

“ISMRM is a great event to meet existing customers and prospects from all over the world.”

— Kimmo Alho, President, IEKO

- Roberta A. Kravitz, *Executive Director*
- Kerry Crockett, *Associate Executive Director*
- Barbara Elliott, *SMRT Coordinator*
- Anne-Marie Kahrovic, *Director of Meetings*
- Melisa Martinez, *Meetings Coordinator*
- Candace Spradley, *Director of Education*
- Linda O-Brown, *Education Coordinator*
- Melissa Simcox, *Education Coordinator*
- Mary Day, *Office Manager*
- Julia White, *Office Coordinator*
- Mariam Barzin, *Director of Finance*
- Kristina King, *Accounting Coordinator & Registrar*
- Sally Moran, *Director of IT & Web*
- John Celio, *IT & Web Coordinator*
- Stephanie M. Haaf, *Director of Membership & Study Groups*
- Liz Tharpe, *Membership & Study Group Coordinator*
- Mary Keydash, *Director of Marketing*

The International Society for Magnetic Resonance in Medicine 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 ISMRM is comprised of over 9000 professionals—clinicians, physicists, engineers, biochemists and technologists from over 60 countries—all connected by mutual interests. The ISMRM Annual Meeting & Exhibition provides exceptional education opportunities as well as an outstanding forum for presentation of the latest research to the MR Community. These are your prospective clients and they are coming to Honolulu!





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CALL +1 510 841 1899 OR EMAIL INFO@ISMIRM.ORG**

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EXCEPTIONAL EXHIBITOR BENEFITS

*S*trategic Benefits = Maximum Exhibitor Value

Direct Access to Decision-Makers

Enjoy 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 prospects, leads and confirmed business.

Professional Support Staff

A creative and dedicated ISMRM staff is 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, on-line marketing, participation in corporate membership programs or digital advertising—whatever your choice, you'll get the most of your exhibition experience!

Quality Venues

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

Limited Exhibitors = Maximum Exposure

You are one of approximately 70 exhibitors, with an audience of 6000+. We are not to be confused with other massive exhibitions. We are exhibitor focused.

Maximum Exhibitor Value

We continue to add to the value of your exhibition experience! We will continue to provide complimentary lead retrieval. As usual you will receive preferential exhibitor service kit rates if purchased by the early bird date. By selecting your exhibition space in advance, you will expedite your company's website exposure. We will also be continuing our exciting attendance building exhibition contest guaranteeing increased booth traffic. *Again, you will have the option to purchase your exhibition space at an early bird rate.*



MORE EXCEPTIONAL EXHIBITOR BENEFITS

We Are Exhibitor Focused!



Exhibitor Testimonial

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 & Exhibition.

Your Opinion in Action

We invite company representatives to our annual Exhibitors' breakfast meeting to express their opinions, suggestions and concerns. We are listening.

Pre/Post-Show Advertising

Your company name and link to your website is listed on the ISMRM exhibitor page from the day you sign and return your contract until six months after the meeting. We've recorded in excess of 10,000 hits three months prior to the event!

Yearly Updated Industry Demographics

You'll receive updated and expanded industry demographics to assist you in making solid business decisions in this changing economy.

Complimentary Registrations

Our exhibitors receive one complimentary six-day meeting voucher and five exhibitor guest vouchers for each ten square feet of rented space.

"The ISMRM offers a lively platform to get in touch with our existing and potential customers in an extraordinary setting.

*— Christoph Barmet,
CEO and Co-Founder
Skope*





THE BEST IN EXHIBITOR BENEFITS

Exhibitor Testimonial

Exposure! Exposure! Exposure!

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 daily.

Our Technical Exhibition, Traditional Posters and Electronic Multimedia posters, coupled with our attendance building exhibition game, are designed to create traffic and keep you busy!

“ISMRM annual meeting offers high-quality scientific sessions to stay up-to-date and to find out what’s going on.”

— LMT Medical Systems

Newly Added!

Two power-pitch theaters are now featured in the Exhibition Hall, designed to draw even bigger crowds to your booth!





GLOBAL ATTENDANCE 2016

ATTENDANCE REVIEW OF THE ISMRM 24TH ANNUAL MEETING & EXHIBITION IN SINGAPORE

Total Professional Attendees: 5158

Australia	199	Myanmar	2
Austria	42	Nepal.....	1
Bangladesh	3	New Zealand.....	26
Belgium	30	Norway.....	27
Brazil.....	6	Pakistan	6
Canada.....	189	Peru.....	1
Chile	6	Philippines.....	1
China	538	Poland	2
Colombia.....	1	Portugal.....	5
Cyprus.....	1	Qatar	3
Czech Republic	6	Romania	1
Denmark.....	43	Russia	8
Egypt.....	1	S. Africa.....	6
Finland.....	31	S. Korea.....	192
France	118	Saudi Arabia.....	5
Germany.....	458	Singapore.....	230
Greece.....	2	Slovakia	5
Guam.....	1	Spain	20
Hungary.....	2	Sweden	62
India.....	66	Switzerland.....	166
Indonesia.....	1	Taiwan	82
Iran	7	Thailand.....	26
Ireland	3	The Netherlands	211
Israel.....	28	Turkey.....	22
Italy.....	59	UAE	1
Japan.....	282	United Kingdom	383
Kuwait	2	Ukraine.....	1
Malaysia	20	USA	1493
Mexico.....	2	Vietnam	12
Mongolia.....	1		

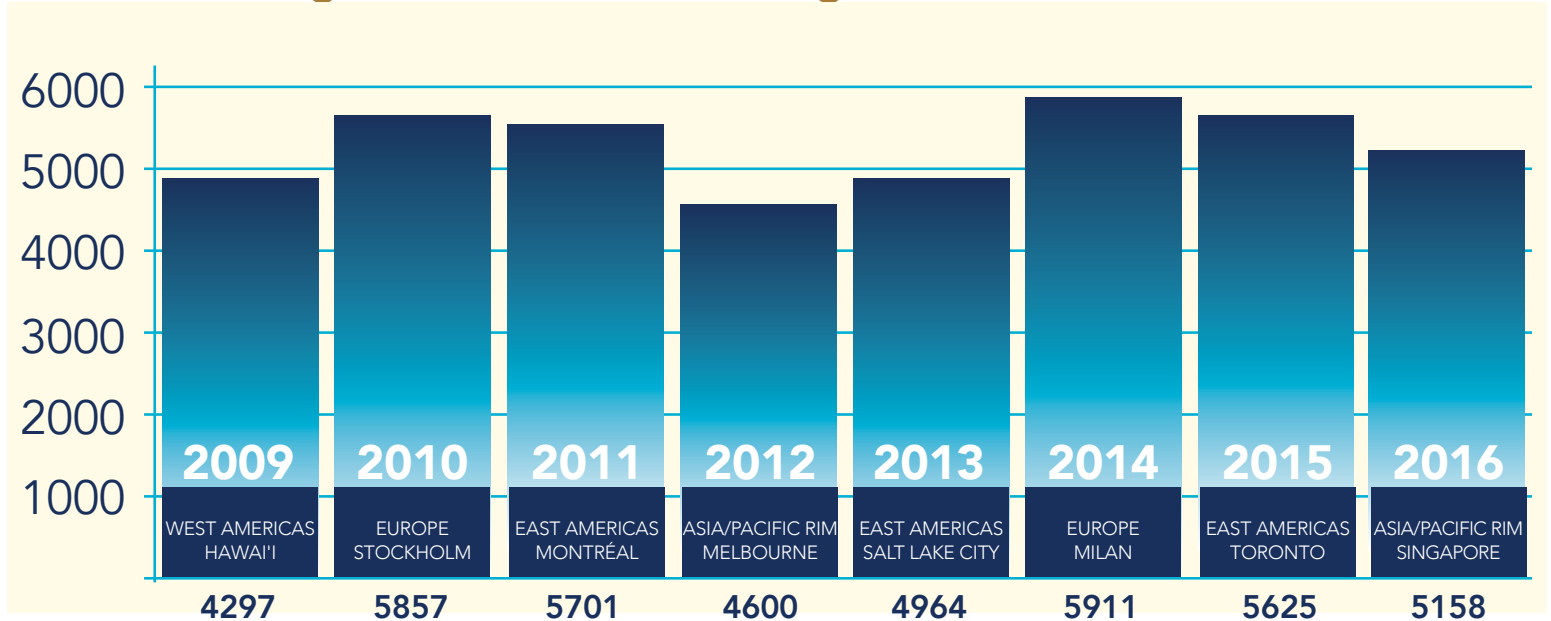
Total Exhibitor Personnel

Australia	8
Austria	4
Brazil	1
Canada	27
China	30
Czech Republic	2
Finland	3
France	19
Germany	187
Hungary	4
India	6
Indonesia	1
Israel	6
Italy	4
Japan	54
Malaysia	11
Myanmar	1
Norway	3
Philippines	1
Poland	6
S. Korea	7
Singapore	79
Spain	3
Sweden	3
Switzerland	17
Taiwan	12
Thailand	3
The Netherlands	46
United Kingdom	27
USA	129
Vietnam	1



ISMRM MEETING DEMOGRAPHICS & ATTENDANCE HISTORY

Eight Year ISMRM Meeting Attendance Pattern



MARKET YOUR COMPANY AT THE LARGEST MEETING DEDICATED TO MR

	2006 Seattle, Washington, USA	2007 Berlin, Germany	2008 Toronto, Ontario, Canada	2009 Honolulu, Hawaii, USA	2010 Stockholm, Sweden	2011 Montréal, Québec, Canada	2012 Melbourne, Victoria, Australia	2013 Salt Lake City, Utah, USA	2014 Milan, Italy	2015 Toronto, Ontario, Canada	2016 Singapore
Professional Attendees	4872	5350	5324	4958	5901	5770	4646	5100	6078	5621	5158
Exhibitor Personnel	906	1043	1132	630	863	976	840	726	992	1094	705
# of Exhibiting Companies	71	71	86	56	63	66	60	69	71	86	75



ISMRM 24TH ANNUAL MEETING & EXHIBITION

2016 REGISTRATION DEMOGRAPHICS

ATTENDEE BREAKDOWN

DEGREE	TOTAL 2015	TOTAL 2016
M.D.	768	820 (16%)
M.D./PH.D.	256	278 (5%)
NONE	555	327 (6%)
OTHER	1519	1450 (28%)
PH.D.	2348	2151 (42%)
R.T.	175	132 (3%)
TOTAL	5621	5158

PROGRAM STATISTICS

TOTAL ABSTRACTS 7796	SUBMITTED	NOT ACCEPTED	ACCEPTANCE RATE	SUMMA AWARDS	MAGNA AWARDS
	4554	1337	77%	162	244
TOTAL PRESENTATIONS 4885	ORAL	POWER PITCHES	TRADITIONAL POSTERS	ELECTRONIC POSTERS	INVITED
	989	168	1483	1897	348
TOTAL STIPENDS AWARDED: 972	Educational, Clinical, New Entrant & Zavoisky Stipends Allocated: US\$375,000				



THE ISMRM ANNUAL MEETING & EXHIBITION IS ON THE GROW!

With the **significant growth** of Asia/Pacific Rim attendance, along with the **expected rise** in West America attendance, we anticipate meeting or **exceeding the total number** for 2016 in 2017 (Honolulu).

Read why you can expect to **meet your sales goals** at the ISMRM Annual Meeting & Exhibition.

- 21% increase of Asia/Pacific Rim professional attendees over 2015
- 26% increase of Asia/Pacific Rim professional attendees PLUS exhibitor personnel over 2015
- 5% increase of European professional attendees over 2015
- 2% increase in stated clinical attendance, noting 34% of the 2016 attendees did not state degrees or degrees unknown.



Continuous growth in the Asia/Pacific Rim participation.



Global rotations continue to attract European attendees.



Our four-year global rotation is strategically validated.



ISMRM 24TH ANNUAL MEETING & EXHIBITION EXHIBITORS 2016

EXHIBIT ALONGSIDE THE BEST COMPANIES IN THE MR INDUSTRY!

Thank You and Congratulations to our Anniversary Year Exhibitors!

- Aerobe Ptd Ltd
- Alltech Medical Systems, LLC
- Altair Engineering, Inc.
- ASG Superconductors
- Aspect Imaging
- Avotec, Inc., (20+ Years)
- Bayer Pharma AG
- BIOPAC Systems, Inc.
- Bracco (20+ Years)
- Brain Products GmbH
- Bruker (20+ Years)
- Cambridge Research Systems LTD
- Cedrus Corporation
- Circle Cardiovascular Imaging
- Compumedics
- CorTechs Labs, Inc.
- CST – Computer Simulation
Technology AG
- Cubresa
- Doty Scientific, Inc. (20+ Years)
- Electrical Geodesics
- EpiSonica Corporation
- Ergospect GmbH
- European Society for Magnetic
Resonance in Medicine and
Biology (ESMRMB)
- Exprodo Software Ltd.
- Extend MR LLC
- Flywheel
- GAUSSLINE, INC.
- GE Healthcare (20+ Years)
- Gold Standard Phantoms
- Guerbet
- HeartVista, Inc.
- High Precision Devices, Inc.
- Hitachi, Ltd. Healthcare Company
(20+ Years)
- International Electric Co. Ltd.
- International Society for Magnetic
Resonance in Medicine (ISMRM)
- KinetiCor
- LMT Medical Systems GmbH
- Meet Hawai'i
- Mediso Medical Imaging Systems
- Metrolab Technology SA
- Mint Labs, Inc.
- Modus QA
- MR SOLUTIONS LTD (15+ Years)
- MR:comp GmbH/ MRI-Tec
- MRC Systems GmbH
- MRI.TOOLS GmbH
- NeoCoil/NeoSoft
- Neoptix Canada LP
- Neuro Device Group Sp. Z O.O.
- NORAS MRI Products GmbH
- NordicNeuroLab
- Nova Medical, Inc. (15+ Years)
- NUKEM Isotopes Imaging GmbH
- ODU (Shanghai) International
Trading Co., LTD
- Olea Medical
- Philips Healthcare (20+ Years)
- Polarean, Inc.
- Prodrive Technologies
- Psychology Software Tools
- PulseTeq LTD
- Pure Devices
- RAPID Biomedical GmbH (15+ Years)
- Resonance Technology, Inc.
(20+ Years)
- SA Instruments, Inc. (15+ Years)
- ScanMed
- Siemens Healthcare GmbH
(20+ Years)
- Skope
- Springer Nature
- SR-Research LTD
- Superconducting Systems, Inc.
- Tesla Engineering Ltd. (15+ Years)
- Thornhill Research
- Toshiba Medical Systems Corporation
(20+ Years)
- Wiley (20+ Years)
- ZMT Zurich MedTech



ISMRM CORPORATE MEMBERS 2016

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

ISMRM Corporate Members 2016

Gold Corporate Members:

GE Healthcare

Philips Healthcare

Siemens Healthcare GmbH

Silver Corporate Members:

Toshiba Medical Systems

Bronze Corporate Members:

Bracco

Bruker

Hitachi Medical Systems

UIH

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

For assistance, please call +1 510 841 1899 or email info@ismrm.org

MARKETING OPPORTUNITIES TO INCREASE EXHIBITORS' SALES

Page 14

Maximize Your Exposure

We are pleased to provide an abundance of marketing and promotional opportunities. Subsidize any item and draw a qualified, captured audience to your booth! Your company will also be acknowledged as an official supporter of the Annual Meeting on the meeting website, in print publications and on signage.

❑ 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. Thousands of 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.

❑ Pens

Place your company's name in the hands and pockets of all our attendees! We hand out over 6000 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 6000+ 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.

❑ E-Mail Stations

These e-mail stations will have your company's branding on constant display for all attendees to view. Computer screens at each station display your message daily.

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

MORE OPPORTUNITIES TO INCREASE SALES THROUGH STRATEGIC MARKETING

Choose One or More Opportunities!

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.

Electronic Digital Signage Advertisements

Visibility—Imagine your digital ad in queue all day long on plasma screens at the convention center; you just can't beat this type of 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.

Program-at-a-Glance Booklets

Keep your company's logo and a small ad close at hand with every attendee! The widely-used ISMRM Annual Meeting & Exhibition Program-at-a-Glance is pocket-sized and also fits into our badge holders. It is a well-used, quick reference for all attendees.

Sponsor the ISMRM Mobile App!

The Annual Meeting Mobile App is used by over 75% of our meeting attendees. Your logo will appear upon launch. You can also include promotional content and/or a link to your website.

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



EVEN MORE MARKETING OPPORTUNITIES!

Your Great Ideas are Welcome!

☐ Trainee Hangout

Place your company's brand in front of the trainee audience in their special hangout! Trainees will greatly appreciate coffee, tea and sodas plus snacks during the meeting.

☐ Charging Stations

Place your company's logo on one of the most sought out spots at the Annual Meeting! Charging stations are located on Level 3 in high traffic areas.

☐ Your Great Ideas!

Tell us what support opportunities will maximize your company's success at the ISMRM Annual Meeting & Exhibition in Honolulu! We are at your service!

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

Exhibitor Testimonial

"The ISMRM is a very important event for Brain Products as we can connect with the opinion leaders in the field."

— Liam Scannell,
Brain Products GmbH





HOW TO CONTRACT FOR TECHNICAL EXHIBIT SPACE

Enjoy Competitive Pricing on 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 ten square feet;
- (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; and
- (4) Payment: Full payment of the total rental cost to be submitted by Thursday, 17 November 2016. 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* (if Paid by Thursday, 17 November 2016)	US\$38.25 per square foot
Publisher Rate**	US\$29.25 per square foot
Corner Rate***	US\$200.00 additional per corner

* Please Note that contract deadline for priority booth assignments is Thursday, 17 November 2016. Any contract received after the early bird date will be subject to a US\$200.00 late fee.

** Publisher rate applies to book sellers and publishers of journals as the primary line of business. To qualify for the recruiter rate, your company's only purpose on the floor must be recruitment.

*** Minimal corner space is available and will be granted on a first-come, first-served basis if booth is paid in full by Thursday, 17 November 2016.

Don't delay; reserve your space today!

For assistance, please call +1 510 841 1899 or email info@ismrm.org



25TH Annual Meeting

& Exhibition • 22–27 April 2017
 SMRT 26th Annual Meeting • 22–24 April 2017

HONOLULU, HI, USA

www.ismrm.org • www.smrt.org



For ISMRM Use Only:

Date Received: _____
 ID No.: _____
 Order No.: _____
 Total Points: _____

CONTRACT FOR EXHIBIT SPACE

Technical Exhibition Dates: 23-27 April 2017; Priority Placement Deadline: 17 November 2016

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:

Official Representatives will receive all printed ISMRM exhibit-related materials (i.e. invoice) and 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

We will be emailing updates frequently. Please clearly list the additional email addresses of those you wish to include on the 2017 Exhibitor list serve:

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

4. Booth Preferences:

Indicate preferred booth number(s):

1) _____
 2) _____
 3) _____

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

1) _____
 2) _____
 3) _____

Information obtained will be used only as a guideline in assigning your exhibit space. Please note these are not final booth numbers.

5. Organization Designation

All exhibitors submitting this application must check one box describing the organization's focus:

Publisher	<input type="checkbox"/>	Healthcare System	<input type="checkbox"/>	Association (Non-Profit)	<input type="checkbox"/>
Medical equipment	<input type="checkbox"/>	Clinical Trials	<input type="checkbox"/>	Pharmaceutical	<input type="checkbox"/>
Diagnostic & Testing	<input type="checkbox"/>	Recruiter	<input type="checkbox"/>	Other	<input type="checkbox"/>



COMPANY NAME _____

6. Booth Order:

Standard rate = US\$38.25/sq. ft. | Publisher rate* = US\$29.25/sq. ft.

**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 _____ ft. x US\$38.25 or US\$29.25 = US\$ _____
 (A minimum order of 10 ft. x 10 ft. is required)

b) Island Exhibit: _____ X _____ ft. x US\$38.25 or US\$29.25 = US\$ _____
 (A minimum order of 20 ft. x 20 ft. required. Four corners required)

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

d) If this order is being processed after Thursday, 17 November 2016, please apply a late fee of US\$200 = US\$ _____

Total Space Rental US\$ _____

7. Support Opportunities-Stand Out In the Crowd:

Corporate Member Level Packages:

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

8. 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 17 November 2016) = US\$ _____

Credit Card: Please charge fees to my Visa MasterCard AMEX

Card Number _____ / _____
 Expiration Date _____ Three Digit Security Code _____

Cardholder Name _____

Billing Street Address _____

City _____ State/Province _____

Zip Code/Postal code _____ Country _____

Payment amount US\$ _____

Signature _____

9. Terms of Agreement:

Exhibitor agrees to abide by the 2017 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 2017 lease agreement for exhibit space between the Hawai'i Convention Center 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 17 November 2016 by the ISMRM:

- a) **Full Payment:** Included here or Will be sent by 17 November 2016
- b) **Description of materials to be displayed:** Included here or Will be sent by 17 November 2016
- c) **Company Profile for Guide to the Exhibition:** Included here or Will be sent by 20 January 2017
- d) **Floor Plan (if booth exceeds 10 sq. feet):** Included here or Will be sent by 27 January 2017
- e) **Proof of Insurance:** Included here or Will be sent by 17 February 2017

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

SIGNATURE OF OFFICIAL REPRESENTATIVE _____

DATE _____



WHAT TO EXPECT AFTER THE EXHIBITOR'S 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 (send to melisa@ismrm.org) detailing their products and/or services to be published in the 2017 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, 20 January 2017. Please send your profile only by email to Melisa Martinez, Meetings Coordinator: melisa@ismrm.org. Forms and further information will be provided in the Exhibitor Services Kit to be released on Friday, 13 January 2017.

PLEASE NOTE:

Listing in the 2017 Guide to the Technical & Poster Exhibition is available only to exhibitors whose full payment has been received.

An Online Exhibitor Service Kit is Provided

The ISMRM Exhibitor Service Kit will be made available online on Friday, 13 January 2017, 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 pre-registration list of all attendees four weeks prior to our Annual Meeting and will allow for a one-time contact.

EXHIBITION RULES & REGULATIONS

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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 over-all 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 exhibi-

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.

tor shall be fully responsible for any such injury, loss or damage except as otherwise provided in the Lease Agreement between ISMRM and the Hawai'i 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 indemnifi-

EXHIBITION RULES & REGULATIONS

Page 2 of 3

Page 22



Please Read These Important Exhibition Regulations

cation 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 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

EXHIBITION RULES & REGULATIONS

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Please Read These Important Exhibition Regulations

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.

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, back wall 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 Hawai'i Convention Center and the Fire Safety and Shelter Department (FSSD) 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.

Acceptance of Regulations

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.

PLEASE REVIEW
THE COMPLETE FIRE &
SAFETY REGULATIONS IN
THE EXHIBITOR SERVICE KIT

PRIORITY POINTS & BOOTH ASSIGNMENT

Priority Placement

Maximum Priority Points

Submit your Contract for Exhibit Space by Thursday, 17 November 2016, in order to receive the maximum priority points possible.

Space Assignments

Announcement of exhibit space placements will be made on Friday, 13 January 2017. 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, booth size, corner requests, 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 Thursday, 17 November 2016. 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 2016.

Corporate Members

ISMRM Corporate Members earn additional points by 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.



BOOTH SPACE DESIGN OPTIONS

ISMRM 25TH ANNUAL MEETING & EXHIBITION HAWAI'I CONVENTION CENTER

Booth Space 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. The ISMRM reserves the right to rearrange the floor plan at any time, for any reason. The ISMRM also reserves the right to relocate any exhibitors should it become necessary for causes beyond the control of the 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 redraws its floor plan yearly based on the requests and needs of exhibitors, rather than requiring 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.

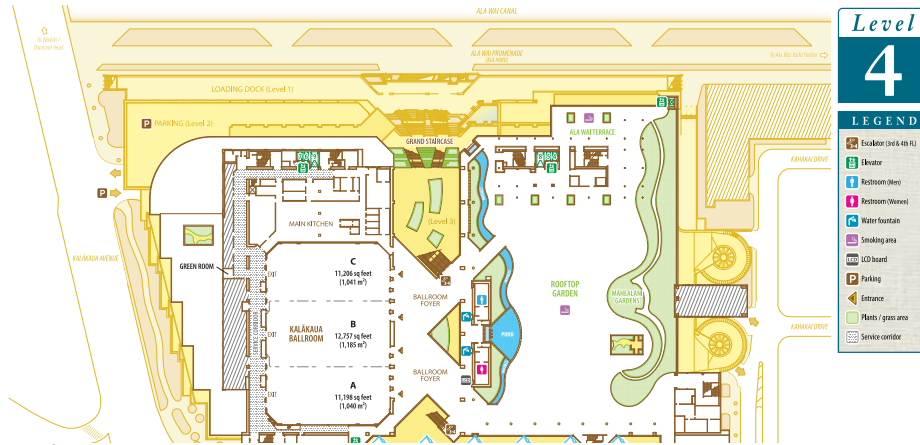
Preliminary Floor Plan

The Technical Exhibition, Poster Exhibition and Electronic Poster Hall will be located on the Level 1 of the Hawai'i Convention Center and again, intertwined. When you enter the Technical Exhibition Hall, you are entering a hall that will incorporate traditional posters, exhibition booths, two power-pitch theaters and electronic posters throughout the hall.

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. Booth carpet is mandatory and is the responsibility of each exhibitor.



HAWAII CONVENTION & EXHIBITION CENTER



Level 4

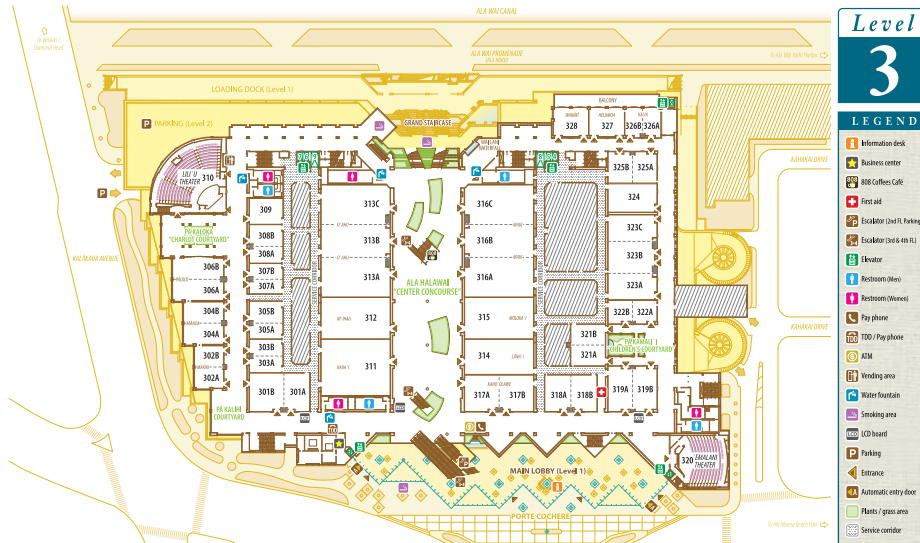
LEGEND

- Escalator (2nd & 4th FL)
- Elevator
- Restroom (Men)
- Restroom (Women)
- Water fountain
- Smoking area
- LCD board
- Parking
- Entrance
- Plants / grass area
- Service corridor

Plenary Hall

HAWAII
CONVENTION CENTER
Where Business and Aloha Meet

4 BALLROOM / ROOF TOP GARDEN



Level 3

LEGEND

- Information desk
- Business center
- WiFi Coffee Cafe
- First aid
- Escalator (2nd FL Parking)
- Escalator (2nd & 4th FL)
- Elevator
- Restroom (Men)
- Restroom (Women)
- Pay phone
- TDD / Pay phone
- ATM
- Wending area
- Water fountain
- Smoking area
- LCD board
- Parking
- Entrance
- Automatic entry door
- Plants / grass area
- Walkway
- Service corridor

Session Rooms Study Group Sessions

HAWAII
CONVENTION CENTER
Where Business and Aloha Meet

3 MEETING ROOM / THEATERS



Level 1

LEGEND

- Information desk
- Escalator (2nd FL Parking)
- Escalator (2nd & 4th FL)
- Elevator
- Restroom (Men)
- Restroom (Women)
- Restroom (Unisex)
- Pay phone
- TDD / Pay phone
- ATM
- Wending area
- Water fountain
- Smoking area
- LCD board
- Parking
- Entrance
- Automatic entry door
- Plants / grass area
- Walkway
- Crosswalk
- Service corridor
- Accessible Passenger Loading Zone

Registration Exhibition Hall Power Pitch Theaters

HAWAII
CONVENTION CENTER
Where Business and Aloha Meet

1 EXHIBIT HALL / LOBBY

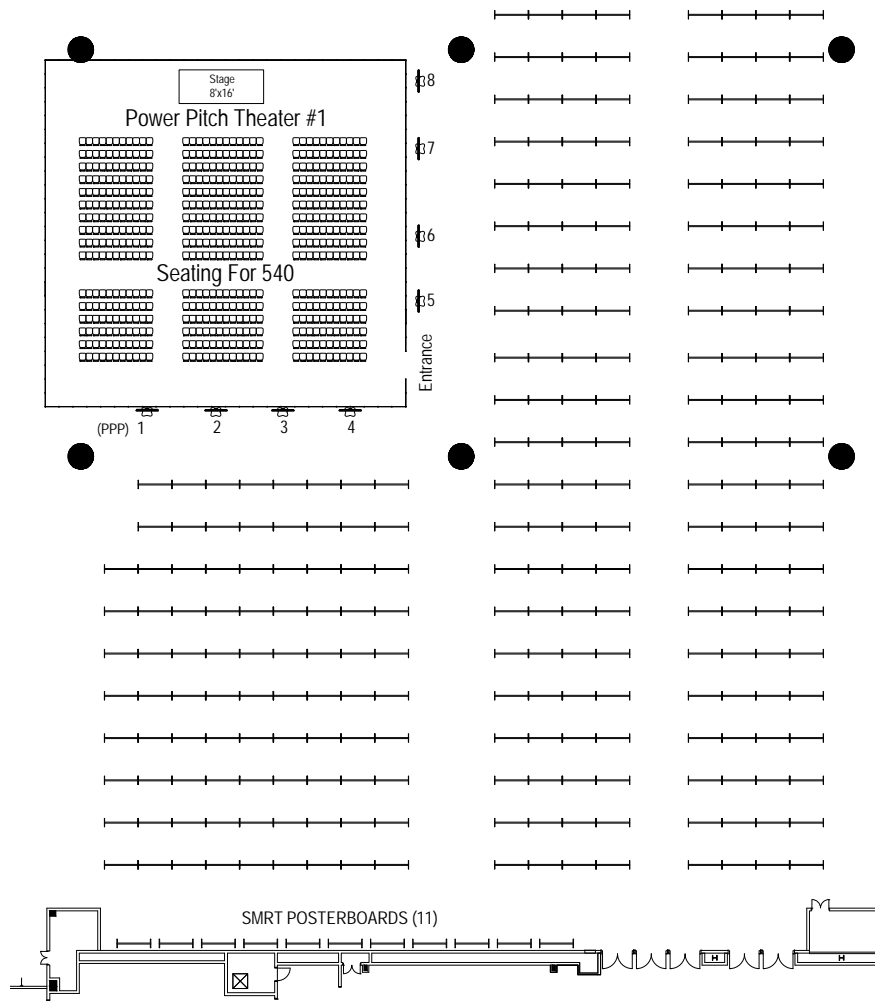




TRADITIONAL POSTER HALL HAWAI'I CONVENTION & EXHIBITION CENTER

The floor plan is presented here in two sections for best viewing in this document. For a full picture of the floor, including all e-poster and traditional poster placement, please visit:

www.ismrm.org/17/exhibition/HCC_FloorPlan_Levels_combined.pdf



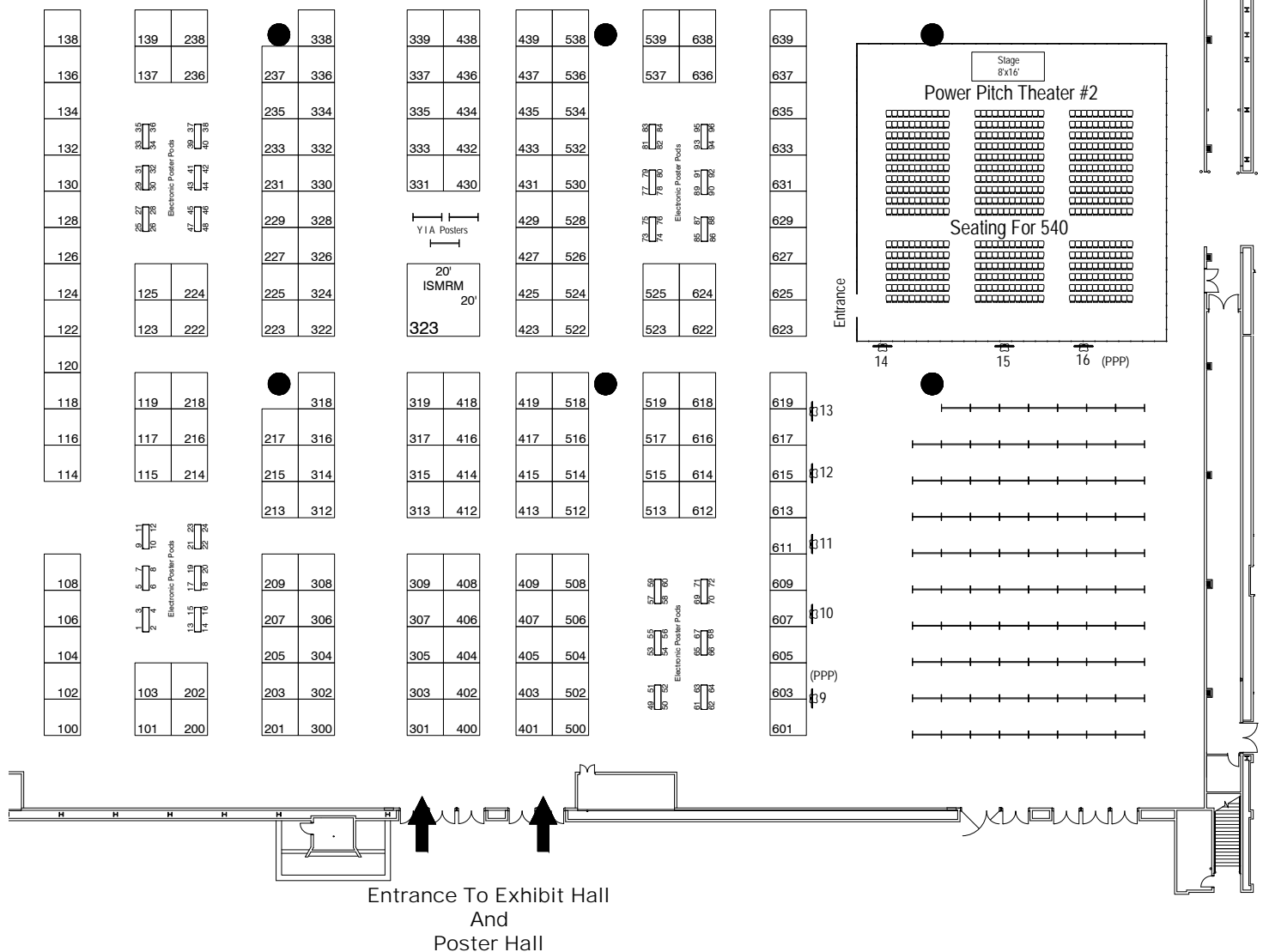
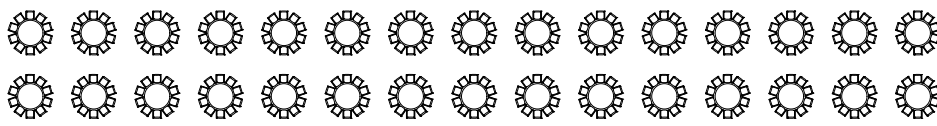


BOOTH SPACE & FLOOR PLAN Page 2 of 2

TRADITIONAL POSTER HALL HAWAI'I CONVENTION & EXHIBITION CENTER

The floor plan is presented here in two sections for best viewing in this document. For a full picture of the floor, including all e-poster and traditional poster placement, please visit:

www.ismrm.org/17/exhibition/HCC_FloorPlan_Levels_combined.pdf

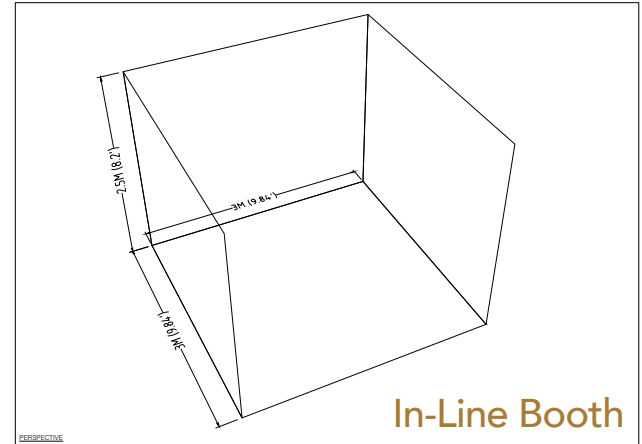


BOOTH SCHEMATIC OPTIONS

Booth Choices that Meet Your Exhibition Needs

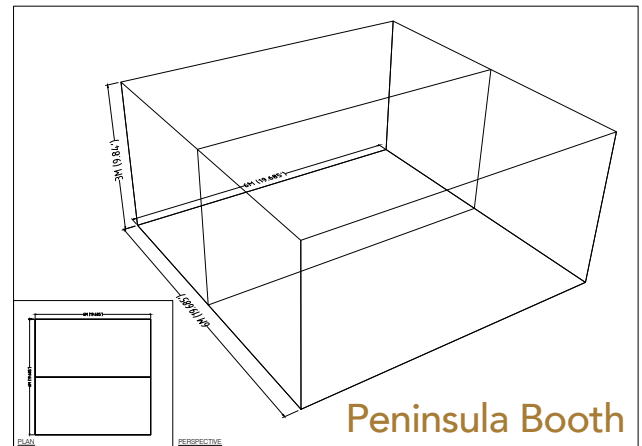
In-Line Booths

An In-line Booth is one or more standard booth units in a straight line, and is enclosed on three sides with the opening to the aisle. Booths at the ends of each aisle (corner booths) will be open on two sides. The standard booth size is 10 feet x 10 feet (3 meters x 3 meters). The maximum height for all booth contents is 8 feet (2.5 meters). Each In-line exhibit will be supplied with an 8' backwall and a 3' side rail pipe-and-drape, and a 44" x 7" ID sign with company name and booth number.



Peninsula Booths

Peninsula Booths are 20 feet x 10 feet (6 meters x 3 meters) and have aisles on three sides. Except for the back wall, no other solid wall areas are allowed on the external boundaries of the booth. The maximum height of the back wall facing the neighboring booth is 10 feet (3 meters). All components of the booth must be placed below this height. Any booth above 8 feet (2.5 meters) in height must be finished on the back up to 10 feet (3 meters). No structure is provided for peninsula booths, exhibitors must provide their own back walls.



Island Booths

An Island Booth is any space exposed to the aisles on all four sides. All island booths (regardless of size) should allow 20% visibility on all sides. Examples:

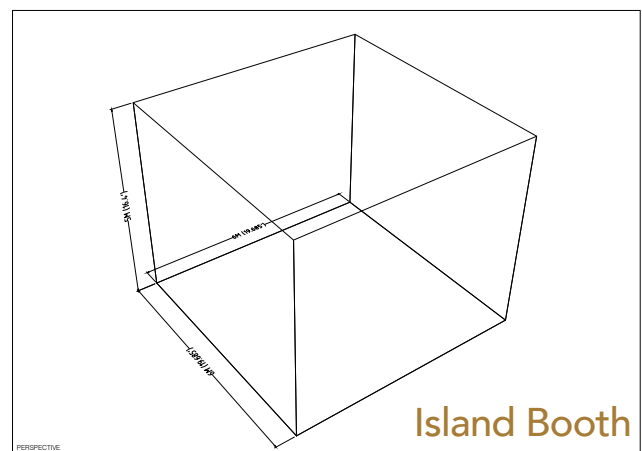
- 20 feet x 20 feet (6 meter x 6 meter) Island: Each side of the booth must have visibility for a minimum of 4 feet (1.22 meter)
- 40 feet x 30 feet (12 meter x 9 meter) Island: Each 30 foot (9 meter) side of the booth must have visibility for a minimum of 6 feet (1.83 meters).

Each 40 foot (12 meter) side of the booth must have visibility for a minimum of 8 feet (2.44 meters).

No full solid walls are allowed on the external boundaries (aisles) of the booth space. Exhibitors may use clear acrylic or similar material to create a wall that will allow for line of sight from one booth to the next. The maximum height for any Island booth space is 16 feet (5 meters) based on written approval from an ISMRM representative or Patti McDowell/Freeman.

Note:

- Any booth larger than 20 feet x 10 feet (6 meters x 3 meters) in size must provide detailed, scaled drawings with dimensions.
- All exhibitors must provide suitable floor covering for their entire exhibit space.



EXHIBITOR REGISTRATION

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Important Information for Exhibition Registration

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 Honolulu. Stop by the on-site registration counter with any questions or concerns, to pick up your badges or simply to say, Aloha!

Exhibitor Badges

Exhibitor badge ordering information will be available in the ISMRM Exhibitor Service Kit. Completed registrations for exhibitor badges are due to the ISMRM Meetings Department by Friday, 03 March 2017 (melisa@ismrm.org). 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, 21 April 2017. Each ten (10) square foot booth will receive up to five (5) complimentary exhibitor badges. Required exhibitor personnel exceeding five (5) badges per ten (10) square feet are available for a fee of US\$30.00 per badge. All Exhibitor Personnel will be responsible for picking up their own badge with

photo identification. No other method will be employed. Exhibitors will not be allowed on the exhibition floor without an ISMRM Exhibitor Badge. Anyone not pre-registered by Friday, 03 March 2017 will not receive a badge and must register on-site beginning at 14:00 on Friday, 21 April 2017 at a cost of US\$30.00 per badge.

Complimentary Meeting Registration

Exhibiting companies will receive one complimentary registration, one (1) 6-Day meeting badge, for each ten (10) square feet of space rented. The official company representative will submit the name and email of the complimentary registration recipients to the ISMRM Meetings Department (melisa@ismrm.org) no later than by Friday, 03 March 2017, for pre-registering your guest. Once the attendee is registered, the ISMRM Annual Meeting badge will be held on-site at the exhibitor registration counter. The registrant may pick up their ISMRM Annual Meeting badge starting at 14:00 hours, Friday, 21 April 2017.

**SEND YOUR EXHIBITOR BADGE REGISTRATION FORMS TO:
MELISA@ISMARM.ORG OR FAX: +1 510 841 2340**

For assistance, please call +1 510 841 1899 or email info@ismrm.org



EXHIBITOR REGISTRATION

Page 2 of 2



Exhibitor Testimonial

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 ten (10) square feet 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, Friday, 21 April 2017, at the Exhibitor Counter for distribution. Detailed information on how to obtain these badges and vouchers will be included in the Exhibitor Service Kit.

"This exhibition is a vital tool to meet with both existing and potential customers in order to better understand their needs. "

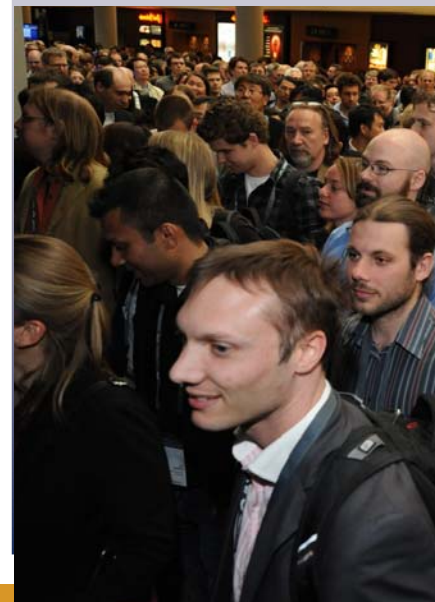
— Nova Medical, Inc.



Cancellation Policy

Cancellation of exhibit space must be made in writing on or before Friday, 13 January 2017, for a full refund (minus a US\$100 administration fee) of monies paid.

If space is canceled after Friday, 13 January 2017, there will be no refund, and ISMRM will retain as liquidated damages all monies paid.





EXHIBITION SCHEDULE 2017

*D*esigned for Maximum Lead Generation

ISMRM Exhibition Hall Hours of Operation

Activity	Thursday 20 April	Friday 21 April	Saturday 22 April	Sunday 23 April	Monday 24 April	Tuesday 25 April	Wednesday 26 April	Thursday 27 April
Installation of Exhibits	x	08:00–22:00	08:00–22:00	08:00–15:00	x	x	x	x
All exhibits must be fully operational	x	x	x	If materials have arrived but installation of any exhibit has not started by 14:00 hours Sunday, 23 April 2017, and no special arrangements have been made, the Executive Director of ISMRM may order the exhibition to be removed from the show floor and placed in storage, and the exhibitor will be billed for all costs incurred. Any exhibit space not set up by 14:00 hours on Sunday, 23 April 2017, 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. No exceptions.				
Exhibitor Registration	x	14:00–20:00	06:30–18:00	07:00–18:30	06:30–18:30	06:30–18:00	06:30–18:00	06:30–18:00
Exhibition Days	x	x	x	18:30–20:00 Opening Reception	08:00–10:30; 12:00–17:00 Closed During Plenary Session	08:00–10:30; 12:30–17:00 Closed During Plenary Session	08:00–10:30; 12:00–17:00 Closed During Plenary Session	08:00–10:30; 12:00–16:30 Closed During Plenary Session
Poster Hours	x	x	x	Poster Installation: 07:00–14:00	07:00–20:30	07:00–20:30	07:00–20:30	07:00–16:30
Move-Out/ Dismantle	x	x	x	Dismantle of an exhibit prior to 16:30 hours on Thursday, 27 April 2017, 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 hours, Thursday, 27 April 2017. All display materials must be packed for carrier pick up not later than 22:00 hours, Thursday, 27 April 2017.				Poster Dismantle 16:30–18:00

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, and catering and telephone services, etc. can be ordered by using the forms in the Exhibitor Service Kit.

Exhibitor 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

(EAC) Forms to the ISMRM by Friday, 03 March 2017. 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 Hawai'i 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. 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 Hawai'i 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**



QUALITY HOUSING IN HAWAII



Exhibitor Testimonial

Enjoy a Great Range of Housing Rates!

Many hotels offering a range of quality, rates and amenities have been reserved by the Society for the meeting in Honolulu. Convention Housing Management (CHM) 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 registration website. *Do not contact the hotels directly in Honolulu as reservations are to be made only through CHM, the official housing bureau.* 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.

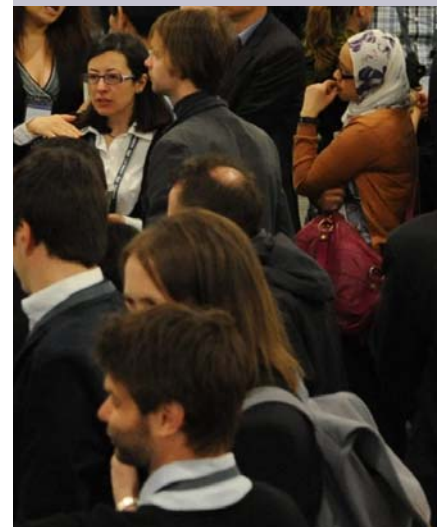
HOUSING DEADLINE: MONDAY, 21 MARCH 2017:

FOR RESERVATIONS, VISIT:

<https://chmcloud.com/site.html#/block/19d8e5d>

The ISMRM Annual Meeting is regarded highly by our team because of the great exposure it provides us.

— BIOPAC Systems, Inc.





BOOKING YOUR OWN CONFERENCE TRAVEL IS EASY AS ABC

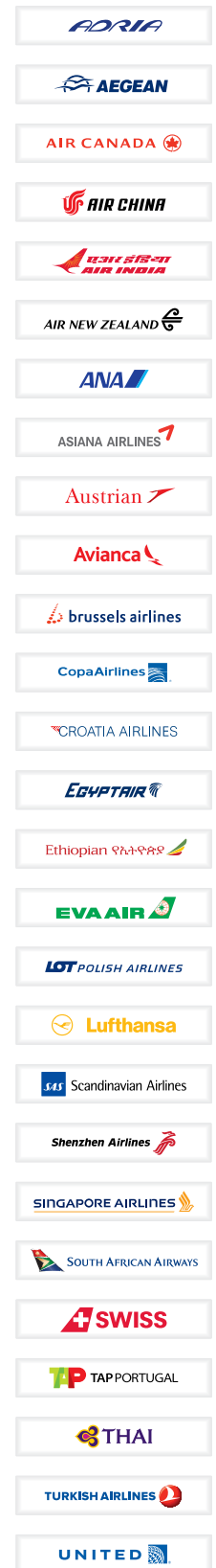
WITH THE GLOBAL ONLINE BOOKING TOOL FROM STAR ALLIANCE CONVENTIONS PLUS

No matter where you are travelling from, the Star Alliance™ network offers you a wide choice of flights to the ISMRM 25th Annual Meeting & Exhibition in Honolulu, Hawaii, U.S.A.

And with over 18,500 flights a day to 1,330 destinations across 192 countries, our 28 member airlines extend the same choice to any future conferences you are planning to attend.

You can also save money when you book your flights. Simply quote the Convention Code UA11S17 and you plus one travelling companion will receive a special discount. Better still, no matter which Star Alliance member airline's frequent flyer programme you belong to, you can earn and redeem miles across all 28 airlines.

For more information, or to join the airline network that offers you more choice wherever your conferences take you, simply go to www.staralliance.com/en/corporate-and-conventions





HOSPITALITY & MEETING ROOMS

Page 1 of 2

Plan Ancillary Events Early for Best Results!

Meetings

Meeting Rooms will not be available at the Hawai'i Convention Center during the ISMRM Annual Meeting 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, 23 April 2017**
Opening Reception 18:30–20:00
- **Monday – Wednesday, 24–26 April 2017**
07:00–18:00
- **Thursday, 27 April 2017**
07:00–22:00

All requests must be made in writing or submitted on the Function Space request form found in the Exhibitor Service Kit made available on Friday, 13 January 2017. 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 2017 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. Any shuttle service activities being planned on the grounds of the Hawai'i Convention Center must absolutely be reported to the ISMRM Director of Meetings.



HOSPITALITY & MEETING ROOMS

Page 2 of 2

Attract Booth Traffic with Catering

Food and Beverage Service

The ISMRM will make arrangements for concession services inside the exhibition hall if space allows. The 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 Hawai'i Convention Center as catering services are exclusive to the Hawai'i Convention Center.*

Catering order forms will be provided in the Exhibitor Service Kit. Exhibitors are encouraged to consider this option as an excellent additional approach to attracting booth traffic.





ISMRM CORPORATE MEMBERSHIP

Meet our diverse, international MR community of over 9000 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 A. Kravitz, ISMRM Executive Director
Roberta@ismrm.org
+1 510 841 1899



SEE PAGE X FOR A LIST OF CURRENT ISMRM CORPORATE MEMBERS



HONOLULU FACTS & FIGURES

A Hub for International Business

Ancient voyagers crossed thousands of miles of ocean to find landfall on lush Pacific islands — the islands now called Hawai'i. Imagine their first breath-taking view of Oahu. The island offered all the resources the travelers needed. Voyagers continued to come, by canoe, by ocean liner and then by jet plane — always greeted with a warm welcome. Today, that warm greeting is called "aloha."

The largest city and airport in the Hawai'ian Islands, Honolulu acts as a natural gateway to the islands' large tourism industry, which brings millions of visitors and contributes \$10 billion annually to the local economy.

Honolulu's location in the Pacific also makes it a large business and trading

hub, particularly between the East and the West. Other important aspects of the city's economy include military defense, research and development and manufacturing.

Among the companies based in Honolulu are Alexander & Baldwin, Bank of Hawai'i, Central Pacific Bank, First Hawai'ian Bank, Hawai'i Medical Service Association, Hawai'i Pacific Health, Hawai'ian Electric Industries, Matson Navigation Company, and The Queen's Health Systems. Hawai'ian Airlines, Island Air, and Aloha Air Cargo are headquartered in the city. First Hawai'ian Bank is the largest and oldest bank in Hawai'i. Their headquarters are at the First Hawai'ian Center, the tallest building in the State of Hawai'i.





HONOLULU FACTS & FIGURES

A Major Financial Center

Honolulu is the state capital and the most populous city of the U.S. state of Hawai'i. It is the county seat of the City and County of Honolulu on the island of Oahu. Honolulu is the main gateway to Hawai'i and the United States. The city is also a major hub for international business, military defense, as well as famously being host to a diverse variety of east-west and Pacific culture, cuisine and traditions.

Honolulu is the most remote city of its size in the world and is both the westernmost and the southernmost major U.S. city. It is a major financial center of the islands and of the Pacific Ocean. The population of the city of Honolulu was

337,256 as of the 2010 census, while the population of the consolidated city and county of Honolulu was 953,207.

Honolulu means "sheltered harbor" or "calm port." The city has been the capital of the Hawai'ian Islands since 1845 and gained historical recognition following the attack on Pearl Harbor by Japan near the city on 07 December 1941. As of 2015, Honolulu was ranked high on world livability rankings, and was also ranked as the 2nd safest city in the U.S. It is also the most populated Oceanian city outside Australasia and ranks second only to Auckland as the most populous city in Polynesia.





HONOLULU FACTS & FIGURES

A Cultural Paradise

Natural museums

The Bishop Museum is the largest of Honolulu's museums. It is endowed with the state's largest collection of natural history specimens and the world's largest collection of Hawai'iana and Pacific culture artifacts. The Honolulu Zoo is the main zoological institution in Hawai'i while the Waikiki Aquarium is a working marine biology laboratory. The Waikiki Aquarium is partnered with the University of Hawai'i and other universities worldwide. Established for appreciation and botany, Honolulu is home to several gardens: Foster Botanical Garden, Liliuokalani Botanical Garden, Walker Estate, among others.

Performing Arts

Established in 1900, the Honolulu Symphony is the second oldest US symphony orchestra west of the Rocky Mountains. Other classical music ensembles include the Hawai'i Opera Theatre. Honolulu is also a center for Hawai'ian music. The main music venues include the Hawai'i Theatre, the Neal Blaisdell Center Concert Hall and Arena, and the Waikiki Shell. Honolulu also includes several venues for live theater, including the Diamond Head Theatre.

Visual arts

The Honolulu Museum of Art is endowed with the largest collection of Asian and Western art in Hawai'i. It also has the largest collection of Islamic art, housed at the Shangri La estate. Since the merger of the Honolulu Academy of Arts and The Contemporary Museum, Honolulu (now called the Honolulu Museum of Art Spalding House) in 2011, the museum is also the only contemporary art museum in the state. The contemporary collections are housed at main campus (Spalding House) in Makiki and a multi-level gallery in downtown Honolulu at the First Hawai'ian Center. The museum hosts a film and video program dedicated to art-house and world cinema in the museum's Doris Duke Theatre.

The Hawai'i State Art Museum (also downtown) boasts pieces by local artists as well as traditional Hawai'ian art. The museum is administered by the Hawai'i State Foundation on Culture and the Arts. Honolulu also annually holds the Hawai'i International Film Festival (HIFF). It showcases some of the best films from producers all across the Pacific Rim and is the largest "East meets West" style film festival of its sort in the United States.



HONOLULU FACTS & FIGURES



Honolulu — Drive Times from Waikiki

Honolulu International Airport:	25 minutes
Downtown Honolulu:	15 minutes
USS Arizona Memorial:	30 minutes
Hanauma Bay:	30 minutes
Sea Life Park:	40 minutes
Waimea Valley:	60 minutes
Polynesian Cultural Center:	75 minutes

Flower: 'Ilima

Color: Yellow

State Capitol & County Seat: Honolulu

As of 2012 Visitor Arrivals: 4,904,045

Population: 909,863

Area: 597 sq. miles (1,546 sq. kilometers)

Length: 44 miles (71 kilometers)

Width: 30 miles (48 kilometers)

Highest Point: Mt. Ka'ala, 4,003 feet (1,220 meters)

Coastline: 112 miles (180 kilometers)



IMPORTANT DATES & DEADLINES

2016

- 17 November
- Early Bird Exhibit Rate Deadline!
 - Exhibit Space due with full payment for full priority points
 - Description of materials to be displayed at booth

2017

- 13 January
- Exhibit floor placement announcement
 - Exhibit space cancellation deadline
 - Online Exhibitor Service Kit made available to all exhibitors who have paid in full
- 20 January
- Company profile for Guide to Exhibition is due
- 27 January
- Floor Plans due (exceeding 10 square feet) due to Freeman
 - Reserve your space for advertisement in the Guide to Technical & Poster Exhibition
- 10 February
- All function space requests are due
- 17 February
- Proof of commercial liability insurance is due
 - Artwork for advertisement in the Guide to Technical & Poster Exhibition is due
- 03 March
- Exhibitor Badge Registration forms due
 - Exhibitor Appointed Contractor (EAC) forms due to Freeman
- 14 March
- Housing Deadline
- 24 March
- Make sure you have booked your air travel through Star Alliance (See page 35)
- 21 April
- Exhibitor move-in
 - Registration opens on-site at 14:00
- 22–24 April
- SMRT 26th Annual Meeting
- 22–27 April
- ISMRM 25th Annual Meeting & Exhibition
- 23 April
- Opening Reception
- 27 April
- Closing Party
 - Exhibitor Dismantle, 16:30–23:59
- 27 April
- Meeting Adjourned, 18:45

November 2016

Su	M	T	W	Th	F	Sa
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13	14	15	16	17	18	19
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27	28	29	30	31		

January 2017

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29	30	31				

February 2017

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March 2016

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April 2016

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