

# ISMIRM

BRIDGING THE GAP BETWEEN CLINICAL NEEDS  
AND TECHNOLOGICAL SOLUTIONS

International Society for Magnetic Resonance in Medicine

## ISMIRM EXHIBITOR PROSPECTUS

Reach thousands of your key buyers who hold purchasing power by exhibiting  
at the ISMIRM 20<sup>th</sup> Annual Meeting & Exhibition in Melbourne.



Join 5500+ international attendees at the world's largest meeting  
dedicated to Magnetic Resonance Imaging!

Enjoy maximum exposure, prime sponsorship opportunities  
and much more!

The International Society for Magnetic Resonance in Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.



Melbourne

A U S T R A L I A

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



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

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

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

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

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

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

Melisa Martinez  
ISMRM Meetings Coordinator  
melisa@ismrm.org

## THE ISMRM STAFF

Roberta A. Kravitz, *Executive Director*

Jennifer Olson, *Associate Executive Director*

Linda O-Brown, *SMRT Coordinator*

Robert Goldstein, *Director of Education*

Stephanie Haaf, *Education Coordinator*

Sandra Daudlin, *Director of Meetings*

Melisa Martinez, *Meetings Coordinator*

Mary Keydash, *Director of Publications*

Mariam Barzin, *Director of Finance*

Julia White, *Accounting Coordinator*

Kristina King, *Registrar*

Jerusha Rich, *Director of Membership & Study Groups*

Liz Tharpe, *Membership Coordinator*

Sally Moran, *Director of Electronic Communications*

Allison Barbour, *Electronic Communications Coordinator*

Mary Day, *Office Manager*

John Celio, *Administrative Assistant*

## TABLE OF CONTENTS

Welcome Letter .....	2
Exhibitor Benefits .....	4
2011 Meeting Analysis .....	6
2011 Exhibitors & Corporate Sponsors....	10
Marketing/Sponsorship Opportunities ....	11
2012 Technical Exhibition Rates.....	14
Contract Instructions.....	14
Priority Points & Booth Assignments....	16
Floor Plan & Booth Designs .....	18
Exhibition Rules & Regulations .....	21
Contract for Exhibit Space .....	24-25
Exhibitor Registration .....	26
Technical Exhibition Dates & Hours .....	27
Housing.....	29
Hospitality Benefits .....	30
Melbourne Convention & Exhibition Center	31
Melbourne Facts & Figures .....	33
Calendar .....	36



Our professional staff will help you have an extraordinary experience in Melbourne, Australia!

## EXHIBITOR BENEFITS

## ATTRACT MORE CUSTOMERS WITH OUR OUTSTANDING EXHIBITOR BENEFITS

**Maximum Exposure to Potential Customers**

By exhibiting with the ISMRM, you will enjoy unsurpassed exposure to the world's top MR experts. We showcase our exhibitors in our meeting publications and on our web site to ensure excellent booth traffic in the exhibit hall and during our opening reception.

**Sponsorship Opportunities (Customize your own!)**

We are delighted to offer multiple opportunities for our exhibitors to increase their presence at our meeting. Not only are a number of key meeting items available for sponsorship, but we are happy to discuss your ideas for promoting your company.

Roberta A. Kravitz, ISMRM Executive Director, will work with you directly to find ways to maximize your involvement in our meeting. To contact Roberta, please call +1 510 841 1899, or email her at [roberta@ismrm.org](mailto:roberta@ismrm.org).

**Reduced Publisher Rates**

We are pleased to offer publishers a discounted booth rental rate. Please submit your company description to us via email at [exhibits@ismrm.org](mailto:exhibits@ismrm.org) in order to qualify before submitting your Contract for Exhibit Space.

**Reduced Housing Rates**

CHM has been appointed to work with you on securing accommodations for your booth personnel. We work closely with CHM to ensure the lowest prices in hotels we personally inspect in order to guarantee quality.

**Exhibitor Functions**

We are pleased to assist you with your social functions well in advance of the meeting, which must be pre-approved by the ISMRM. Sandra Daudlin, Director of Meetings, ISMRM will work with you to secure adequate function space in a preferred venue and can be contacted at [sandra@ismrm.org](mailto:sandra@ismrm.org) or +1 510 841 1899.

**Timely Updates on Exhibition Developments**

To keep you updated, we will send electronic newsletters to our exhibitors throughout the planning process.

**See more great  
exhibitor benefits  
on page 5**



## MORE EXHIBITOR BENEFITS

Page 5

### MORE OUTSTANDING EXHIBITOR BENEFITS TO ATTRACT YOUR DECISION-MAKERS

(continued from page 4)

#### Up-to-Date Industry Demographics

New and improved, updated industry demographics to assist you in making solid business decisions.

#### Professional Event-Support Staff

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

#### Real-Time Exposure to Decision Makers

Unlimited networking opportunities with an international group of the world's largest community of MR scientists, clinicians and technologists.

#### Complimentary Lead Retrieval

Lead Retrieval will be provided to each exhibiting booth to help reach out to customers and colleagues.

"The support offered by the Society and the Staff makes it an ideal environment for a small company with limited resources to gain exposure to the entire MRI community. Resonance Research, Inc. considers our participation in the ISMRM meeting the best investment we can make in presenting our technology to a concentration of the OEM and individual customers. It offers exposure to a diversified group of developers and users of MRI that is quite unique. The marketing value of participation in the meeting and the technical exhibition cannot be matched by any other vehicle in this business." **Resonance Research, Inc.**



Nearly 5500 MR professionals from all over the world are expected at ISMRM's 20<sup>th</sup> Annual Meeting & Exhibition in Melbourne, Australia

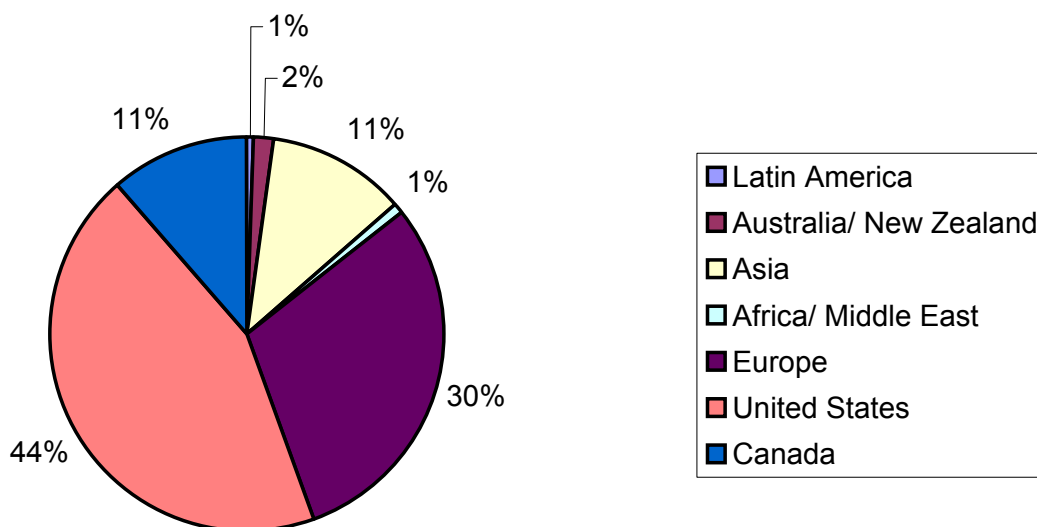
## MEET ATTENDEES FROM ALL OVER THE WORLD!

### 2011 REGISTRATION ANALYSIS

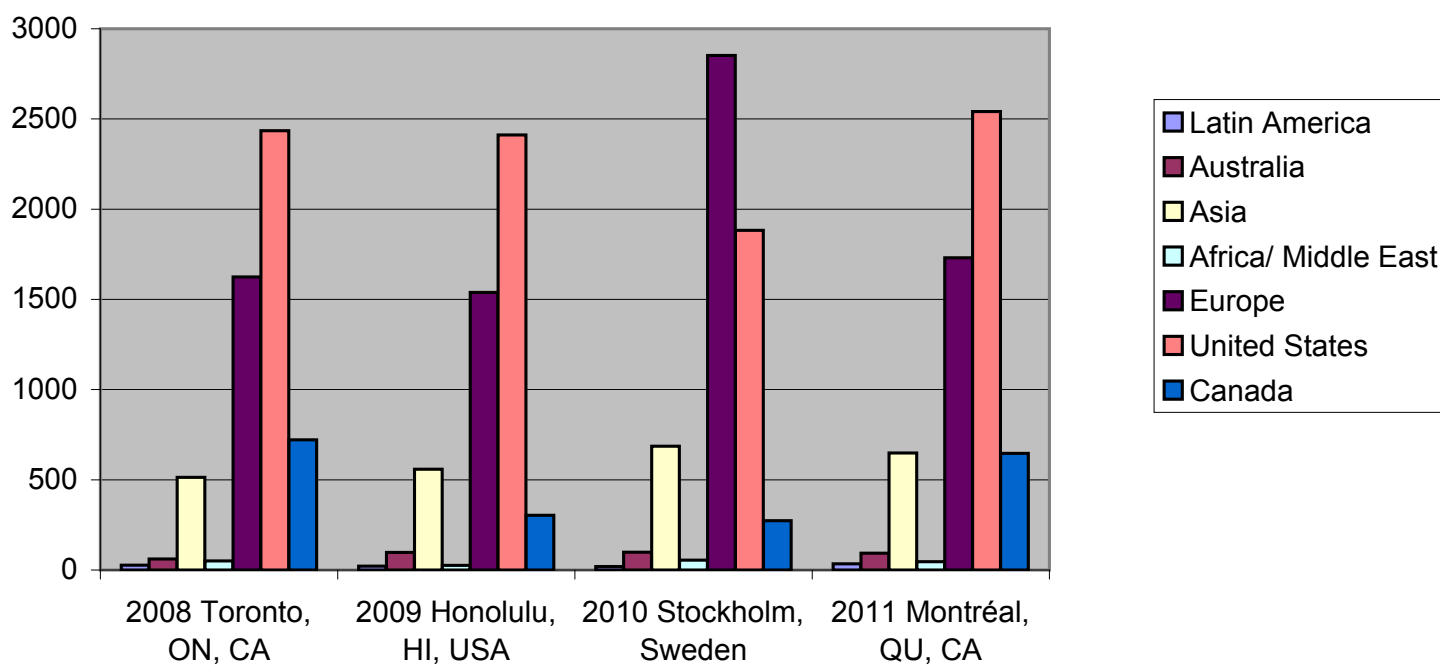
Page 6

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

### 2011 Registration Montréal QU, Canada



### Four Year Growth Pattern, 2008–2011



Come grow with us!

## ISMRM MEETING ATTENDANCE GROWTH

## THERE ARE NO BORDERS ON THE ISMRM EXHIBIT FLOOR

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

## 2011 Meeting Statistics

Abstract submissions	6237
Oral presentations	775
Electronic posters	1763
Traditional posters	2135
Educational presentations	441
Student stipends awarded	777

## ISMRM Attendance History: Over a Decade of Growth

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Professional Attendees	3743	3516	3003	3266	4491	4872	5350	5324	4958	5901	5770
One-day-only Attendees	52	22	32	65	61	45	106	109	47	42	167
Spouses	6	22	6	15	9	10	30	42	33	30	48
Exhibits-viewing-only	15	47	26	52	42	46	55	82	13	55	31
Exhibitor Personnel	653	653	564	866	1043	906	1043	1132	630	863	976
Guests to the Exhibition	NA	NA	NA	NA	NA	27	7	0	1	1	0
# of Exhibiting Companies	56	53	59	49	60	71	71	86	56	63	66

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

## YOUR COMPANY WILL ENJOY INTERNATIONAL EXPOSURE!

## ISMRM 2011 ATTENDANCE STATISTICS

Australia .....80	Iran ..... 1	S. Africa .....8
Austria .....37	Ireland .....6	Saudi Arabia.....2
Belgium .....45	Israel .....31	Scotland, UK ..... 15
Brazil..... 13	Italy .....63	Singapore ..... 18
Cambodia ..... 1	Japan..... 163	Slovakia .....2
Canada .....646	Korea (Rep.) ..... 123	Slovenia..... 1
Chile .....6	Lebanon ..... 1	Spain .....22
China .....253	Lithuania..... 1	Sweden .....60
Colombia.....2	Luxembourg.....2	Switzerland..... 148
Cyprus .....3	Mexico..... 9	Taiwan .....64
Czech Republic .....20	New Zealand..... 13	Thailand..... 11
Denmark.....41	Norway.....36	The Netherlands ..... 182
Egypt..... 1	Peru .....3	Turkey ..... 13
Finland.....30	Poland ..... 9	UAE ..... 1
France ..... 125	Portugal.....7	United Kingdom .....357
Germany.....494	Qatar ..... 1	USA .....2541
Greece..... 1	Romania .....6	Venezuela ..... 1
India..... 16	Russia .....4	



## EXHIBIT ALONGSIDE THE BEST COMPANIES IN THE MR INDUSTRY

### JOIN YOUR COLLEAGUES AND COMPETITORS AT THE WORLD'S LARGEST MEETING DEDICATED TO MR

Page 9

#### 2011 Exhibitors

AADCO Medical Inc.	Melbourne Convention and Visitors Bureau
Agilent Technologies, Inc.	Metrasens, Ltd.
Aspect Imaging	Molecular Imaging & Contrast Agent Database (MICAD)
Avotec, Inc.	MR Instruments, Inc.
Bayer Healthcare Pharmaceuticals	NAtA Technologies
Biomedical Advanced Research & Development Authority (BARDA)	NEOPTIX Fiber Optic Sensors, Inc.
BIOPAC Systems, Inc.	NORAS MRI
Bracco	Nordic NeuroLab
Brain Products & Brain Vision LLC	Nova Medical, Inc.
Bruker	NUKEM GmbH/Rockland
Compumedics USA	Technimed Ltd.
CPC	Opsens
Doty Scientific	Panashield, Inc.
Electrical Geodesics, Inc.	Philips Healthcare
EM Software & Systems (USA), Inc.	PulseTeq Limited
Ergospect GmbH	RAPID Biomedical
ESMRMB	Remcom
FUS Instruments	Resonance Research, Inc./ MR:comp GmbH
GE Healthcare	Resonance Technology, Inc.
GMW Associates	Rogue Research, Inc.
Hitachi Medical	SA Instruments, Inc.
Systems America, Inc.	Schmid & Partner Engineering Group
Hologic	Shelley Medical Imaging Technologies
Insight Neurolmaging	Siemens AG Healthcare Sector
International Electric Co.	Sky Factory
Invivo	Spring Solutions
ISM RM	Tesla Engineering, LTD
K_Space	The Phantom Laboratory
Kopp Development, Inc.	TomoVision
Lantheus Medical Imaging, Inc.	Tornado Medical Systems
Lippincott Williams & Wilkins	Toshiba America Medical Systems
LMT Medical Systems GmbH	Wiley-Blackwell
m2m Imaging Corporation	World Molecular Imaging Congress
Magritek Limited	
MEDRAD, Inc.	

PARTNER AS A CORPORATE MEMBER & RECEIVE MAXIMUM EXPOSURE

Page 10

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

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

ISMRM Corporate Members  
2011

**Gold Corporate Members:**

GE Healthcare  
Philips  
Siemens

**Silver Corporate Members:**

Bruker

**Bronze Corporate Members:**

Agilent Technologies  
Bracco  
Hitachi  
Lantheus Medical Imaging, Inc.  
Toshiba

**Associate Corporate Members:**

Resonance Research, Inc.  
Schmid & Partner Engineering AG

## MAXIMIZE EXPOSURE WITH SPONSORSHIP OPPORTUNITIES

Page 11

REACH YOUR TARGET AUDIENCE WITH  
SPONSORSHIP & MARKETING OPPORTUNITIES

The ISMRM is pleased to provide an abundance of sponsorship and promotional opportunities for exhibitors. Sponsoring any item entitles your company to be acknowledged on the ISMRM web site as an official meeting sponsor. For more information, please contact: Roberta A. Kravitz, ISMRM Executive Director  
T: +1 510 841 1899 F: +1 510 841 2340 E: [roberta@ismrm.org](mailto:roberta@ismrm.org)

NEW!

BECOME AN ANNUAL MEETING SIGNATURE PARTNER\*  
and for one affordable price, you will be entitled to:

- **Sponsorship of the Opening Reception** with acknowledgment given throughout the venue via signage and thank you messaging on video screens. Advertising on our event drink tickets, gobo's, napkins, etc., will give your company maximum exposure to this prestigious audience.
- **Sponsorship of the Study Group Session Room** with acknowledgment given at the dedicated study group session room via signage and thank you messaging, as well as other highly visible opportunities. ISMRM study groups are now meeting throughout the day in a dedicated session room. Be seen by these important leaders (19 study groups) in their designated meeting room as they gather many times daily to discuss focused research in the field of MRI.
- **Full page advertisement in the Guide to the Exhibition & Posters** This will be in the form of a thank you advertisement from the ISMRM and will only feature partner logos.
- **Acknowledgment of support** on a special Annual Meeting Signature Partner sponsorship web page for the Annual Meeting; Special signage at booth location; Group sponsorship of the Historical Archives video presentations in the lobby/registration area of the convention center, with acknowledgment through ad displays for our sponsors, promoting booth traffic, products, etc; and
- **Opportunity to place company flyers** in the Product Display Bar, located prominently in the Exhibition Hall.

\*Maximum of 5 partners.

You may still have other sponsorships outside of the Signature Partnership. See pages 12–13 in addition to sponsorship opportunities.

## ATTRACT MORE CUSTOMERS WITH SPONSORSHIP OPPORTUNITIES

Page 12

## MORE SPONSORSHIP OPPORTUNITIES

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

(continued from page 11)

**Advertisement in the Guide to the Exhibition & Posters**

Your company's advertisement in our full color Guide to the Exhibition & Posters is distributed to over 5,500 meeting attendees. Full page and half page spaces are available. Reserve your ad space by 17 February 2012. Artwork is due by 2 March 2012.

NEW!

**ISMRM Meetings App**

Be the sole sponsor or a daily sponsor of the ISMRM meetings application for all hand held devices such as iPhones, Blackberrys and Androids. Have your ad pop up each time someone pulls up our app! Daily messaging with direct links to your booth or website. The possibilities are endless.

**Refreshment Concessions**

Meeting attendees consistently report their preference for easy access to coffee, tea and soda at our events. Sponsor as many refreshment breaks as you desire and place your company's brand on signage, cups, napkins, etc., in front of an appreciative audience.

**Email Stations**

NEW!

Email stations are now open as a sponsorable item. System screens at each station will display a particular message of your choice daily for our attendees to view.

**Product Display Bar**

This is a new sponsorship which will be located on our exhibition floor in the ISMRM Resource Centre. A new Product Bar will display your medical or technical device, brochures, etc. This sponsorship is replacing the convention bag insert. Limited spaces will be available.

NEW!

**Educational Courses**

Sponsor a course of your special interest and position your company's name in three highly viewed places: our Program-at-a glance (distributed to all attendees); on signage outside the session room door (viewed by heavy convention traffic), and on our website program.

**Your Idea Here!**

Let us know your great ideas for maximizing your exposure at the meeting through sponsorship. We welcome all suggestions and opportunities.

## ATTRACT MORE CUSTOMERS WITH SPONSORSHIP OPPORTUNITIES

## MORE SPONSORSHIP OPPORTUNITIES

Page 13

(continued from page 12)

NEW!

**ISMRM Attendee Notebook**

This comprehensive meeting planner is an attendee favorite in planning day-to-day meeting activities. As the exclusive supporter, you will receive maximum visibility with your target audience. It will hold the following information: Program-at-a-glance, Event Information, Exhibitor List, Exhibit Hall Floor Plan, 12-month Calendar, Expense Report, Customized Planning Pages, Note Pages, Local Restaurants, Entertainment, Attractions, Currency Conversions Chart, etc. First come, first served!

**T-Shirts**

T-shirts are reported to be one of the most popular promotional items at ISMRM meetings. T-shirts can be distributed in the highly trafficked registration area. You may give away an existing company T-shirt, or incorporate the ISMRM meeting logo into your new design.

**Meeting Home Page**

The ISMRM web site is a highly trafficked web site. In addition, 82% of our attendees register for the Annual Meeting online, as well as submit abstracts to the meeting electronically. Take advantage of the heavy MR community traffic by sponsoring our Annual Meeting home page (<http://www.ismrm.org/12>). You can feature your company's logo as well as a link to your home page.

**Pens**

We hand out over 6,000 pens to our attendees every year. Sponsor this popular item and see your company's name in the hands and pockets of all our attendees!

**Proceedings & Educational Syllabus USB**

NEW!

Every attendee will receive one of these USB's with the proceedings and educational syllabus to take back to their offices and labs. Sponsorship of the USB will insure your company's logo prominently displayed on the USB artwork. First come, first served!

**Program-at-a-Glance Booklets**

Our pocket-sized program is designed to fit into our badge holders. It is a handy reference for attendees seeking meeting information at-a-glance. Your company's logo, and even a small ad, can be featured in this well-used publication.

**Speaker Ready Room**

Be seen in this highly trafficked area where industry leaders upload their presentations and visit many times throughout the week. With over 1200 speakers, this is certainly great coverage!

**Banners in Approved Locations**

Reinforce your company's brand in front of thousands of potential customers with your banner positioned in a strategic location at the convention center. Specifications will be provided upon request.

## ENJOY COMPETITIVE PRICING ON OUR EXHIBIT SPACE RENTAL RATES

## HOW TO CONTRACT FOR TECHNICAL EXHIBIT SPACE

Page 14

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 4–10 MAY 2012; and
- (4) A cheque, charge, or wire-transfer confirmation payable to:  
International Society for Magnetic Resonance in Medicine.

**Please make funds payable to:**

International Society for Magnetic Resonance in Medicine  
Full payment of the total rental cost to be submitted by  
2 December 2011.

**Only US Funds will be accepted.**

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

## TECHNICAL EXHIBIT SPACE RENTAL RATES

Exhibit-Space Category	Cost
• Standard Rate	US \$425.00 per square meter, plus 10% Australian GST
• Publishers Rate	US \$400.00 per square meter, plus 10% Australian GST
• Corner Rate	US \$200 additional per corner, plus 10% Australian GST (Minimal corner space is available and will be granted on a first-come-first-served basis if booth space is paid in full by 2 December 2011).
Full payment of the total rental cost to be submitted by 2 December 2011.	

Don't delay; reserve your space today!



## WHAT TO EXPECT AFTER THE CONTRACT IS SIGNED

Page 15

**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 Published**

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

attendees. Only one profile per booth is permitted. The deadline for turning in your company profile is Thursday 3 February 2012. Please send your profile by email only to: Melisa Martinez, Meetings Coordinator: [melisa@ismrm.org](mailto:melisa@ismrm.org). Forms and further information will be provided on the ISMRM web site: <http://www.ismrm.org/12>.

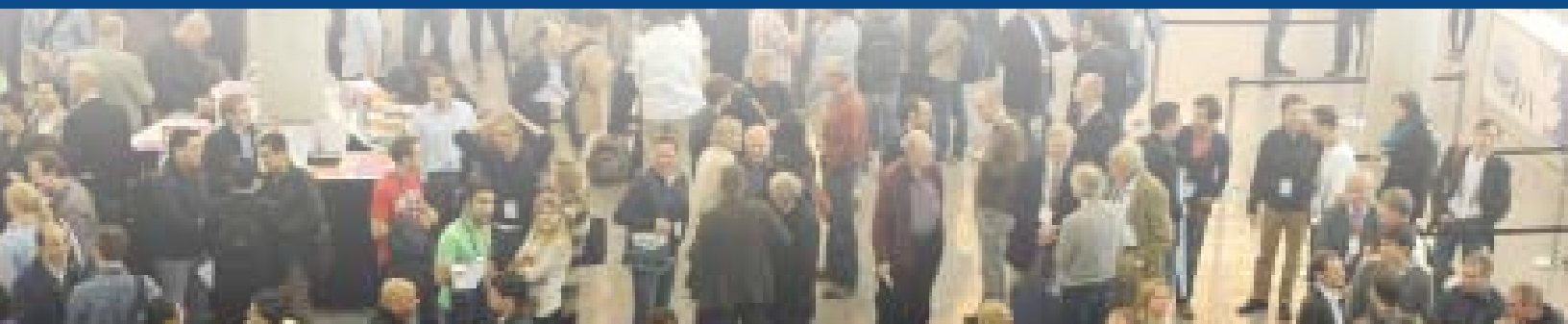
**An Online Service Kit is Provided**

The ISMRM Service Kit will be made available online on Friday, 21 January 2012, to exhibiting companies whose full payment has been received. The kit contains a complete set of downloadable service forms.

**Pre-Meeting Registration Reports**

Thirty (30) days prior of the opening of the meeting, all exhibitors will receive an electronic file containing the names and addresses of all pre-registrants of the meeting. Exhibitors will also receive reports showing the total number of attendees by country as well as other relevant statistical information.

"The Annual Meeting of the ISMRM is one of the most valuable and remarkable meetings of the year: bridging the clinical and scientific communities, focusing on research and development in routine and clinical MR. We highly value the professional endurance of the always enthusiastic ISMRM Team, who manages to make every annual meeting a unique event. It is a pleasure to work with you. Your professional, always friendly team gives us the confidence to know that everything will be taken care of perfectly. We are looking forward to an exciting and successful meeting in Melbourne, Australia." —**Siemens**



PLEASE NOTE: Listing in the 2012 Guide to the Exhibition & Poster Sessions and Program Book is available only to exhibitors whose full payment has been received.

## RETURN YOUR CONTRACT BY 2 DECEMBER TO EARN MAXIMUM PRIORITY POINTS

## BOOTH ASSIGNMENT &amp; PRIORITY PLACEMENT POINTS

## Space Assignments

Announcement of exhibit space assignments will be made on  
16 December 2011

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

## Date Points

A maximum of 60 date points may be earned by returning the application and full payment on or before Friday, 2 December 2011. 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 2011.

## Corporate Members

ISMRM Corporate Members earn additional points by being Corporate Members. Current year Gold Corporate Members will receive five points, Silver Members will receive three points, and Bronze 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:  
Monday, 9 January 2012 for a full refund (minus a \$75 administration fee) of monies paid. If space is canceled after Monday, 9 January 2012, there will be no refund, and ISMRM will retain as liquidated damages all monies paid.

Submit your Contract for Exhibit Space Friday, 2 December 2011  
in order to receive the maximum priority points possible.

## OUR STRATEGIC FLOOR PLAN IS DESIGNED FOR YOUR SUCCESS

Page 17

**BOOTH SPACE & FLOOR PLAN FOR  
MELBOURNE CONVENTION AND EXHIBITION CENTRE**

1 Convention Centre Place South Wharf, VIC 3006, Melbourne, Australia

**Boothspace Design Options**

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

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

**Preliminary Floor Plan**

The ISMRM 20<sup>th</sup> Annual Meeting & Exhibition will be held at the Melbourne Convention & Exhibition Centre, 5-11 May 2012. The Technical Exhibition will be located on the main level, located in the Exhibition Concourse. Both the Technical and Poster Exhibitions will be located on the main level of the MCEC in the Exhibition Concourse and again, intertwined. When you enter the Exhibition, you will be entering a hall that has exhibits, traditional posters, electronic posters and educational posters all sharing the same floor with each other, but in a logical pattern outlined below.

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

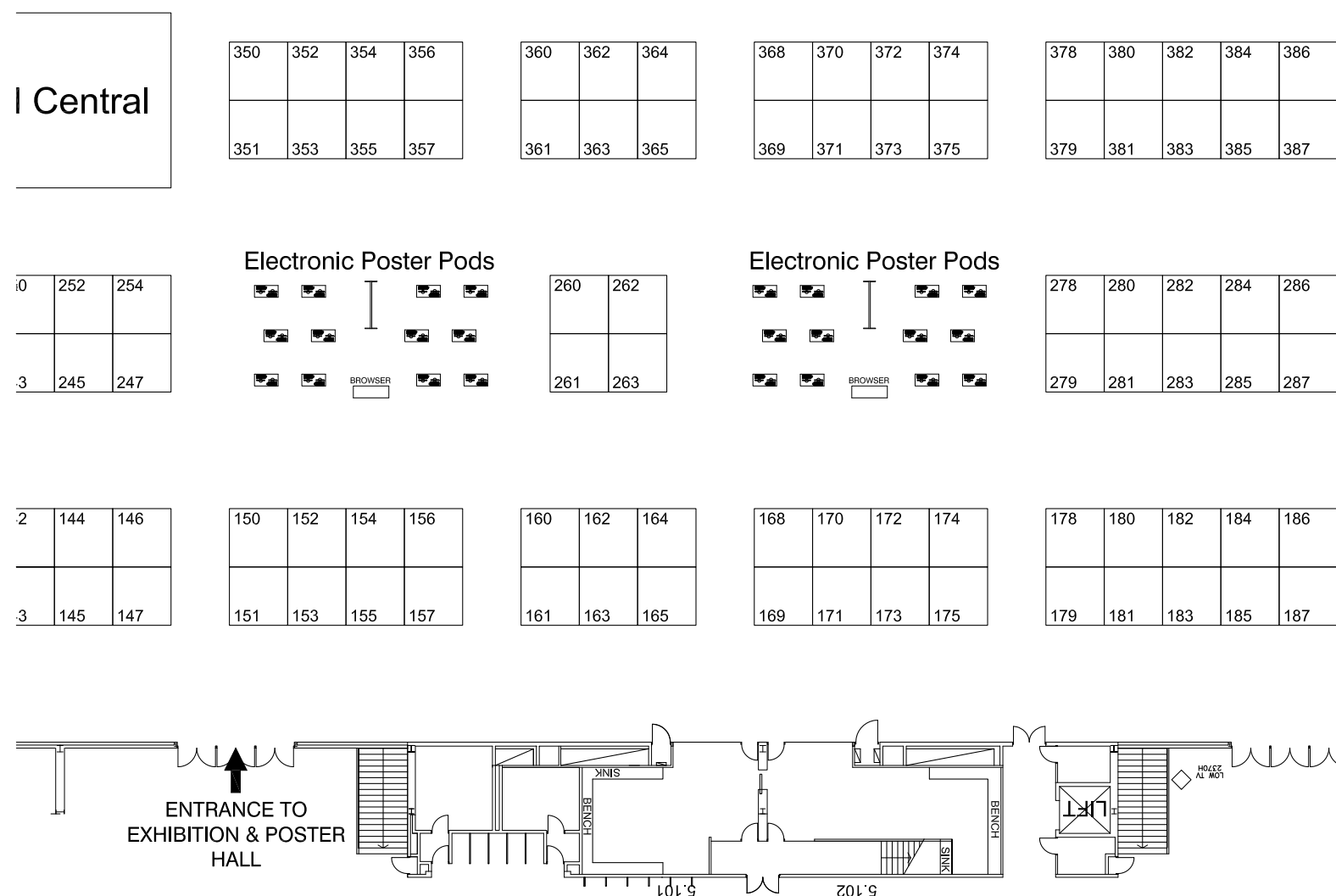


## FLOOR PLAN: MELBOURNE CONVENTION AND EXHIBITION CENTRE (PAGE 2 of 2)

### FLOOR PLAN

Page 19

The floor plan has been enlarged and is presented here in two sections so that you can clearly see your options for possible floor selection. The dotted areas in between the exhibit spaces are our "e-posters." Missing from this diagram are our traditional posters; they are located mostly to the right and left of the exhibition floor. For a full picture of the floor, including all e-poster and traditional poster placement, please visit [www.ismrm.org/12/tech](http://www.ismrm.org/12/tech).

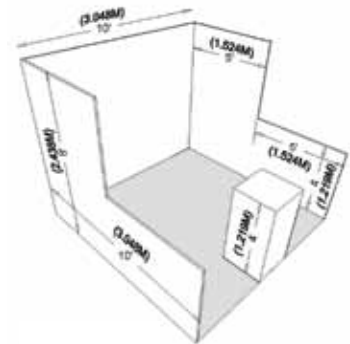


## CHOOSE THE BOOTH THAT SUITS YOUR EXHIBITION NEEDS

## BOOTH SCHEMATICS

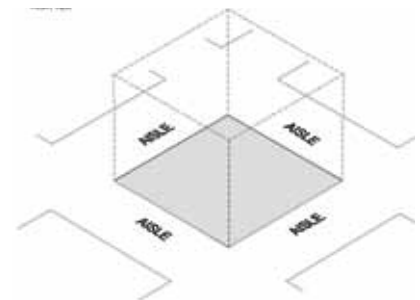
## In-Line Exhibits

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



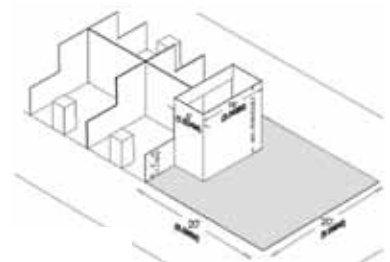
## Island Exhibit

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



## Peninsula Exhibits

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





## PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

Page 21

## EXHIBITION RULES AND REGULATIONS PAGE 1 of 3

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

**Liability, Insurance and Security**

Each exhibitor must make provisions for safeguarding its goods, materials, equipment and display at all times. General overall guard service will be provided by ISMRM for the exhibition period, but neither the guard service nor ISMRM will be responsible for loss of or damage to any property for any cause. All space occupied by an exhibitor must be surrendered 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 Melbourne Convention and Exhibition Centre, and the exhibitor shall protect, indemnify, hold harmless, and defend

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

Your contract includes understanding of these rules and regulations.  
Please read them carefully and call us with any questions.

## PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

## EXHIBITION RULES AND REGULATIONS PAGE 2 of 3

canceled without at least ten (10) days' prior written notice by mail to ISMRM by the insurance company. Each exhibitor acknowledges that it is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against ISMRM, its officers, directors, agents, or employees. In the event any part of the exhibit hall is destroyed or damaged so as to prevent ISMRM from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or whole of the exhibition period is prevented by strikes, Acts of God, national emergency, or other cause beyond the control of ISMRM, then the exhibitor will be charged for the space during the period it was or could have been occupied by the exhibitor; and the exhibitor hereby waives any claim against ISMRM, its officers, directors, agents, or employees, for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against ISMRM being a refund of the rent paid for the period it was prevented from using the space. Special Regulations: No part of

any exhibit, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture in any way to deface same. Damage arising from failure to observe these rules shall be payable by the exhibitor. Operational equipment, audio-visual presentations, and other sound and attention getting devices and effects may not create noise levels objectionable to neighboring exhibitors. Product and service demonstrations are to be straightforward and professional and must avoid the use of theatrical gimmicks. All activities of each exhibitor must be confined to the exhibitor's allotted space. The exhibitor must, at his/her expense, maintain and keep their exhibit and the space for which they have contracted in clean and good order. Distribution of handout items such as plastic bags or token gifts is permissible upon approval from the Executive Director of ISMRM. Requests to distribute handout items must be submitted in writing to the Executive Director and/or the Director of Meetings along with a sample, photograph, or written description of each item. It is the responsibility of the exhibitor to seek prior approval for any handout items that may be considered questionable; without such prior approval, the exhibitor may be penalized priority points. Exhibitors are allowed to photograph, videotape, or mechanically record their company's booth for exhibitor personnel during regular

## PLEASE READ THESE IMPORTANT EXHIBITION REGULATIONS

Page 23

## EXHIBITION RULES AND REGULATIONS PAGE 3 of 3

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 Melbourne Convention and Exhibition Centre and the

Melbourne Fire Department **MUST** approve aspects of your booth in advance. Please contact Patti McDowell with Freeman, by email at [patti.mcdowell@freemanco.com](mailto:patti.mcdowell@freemanco.com) if you have any questions regarding required documentation. Violation of any of these rules by the exhibitor or its employees or agents shall, at the option of ISMRM, forfeit the exhibitor's rights to occupy space, and such exhibitor shall forfeit to ISMRM all monies paid or due. Acceptance of Regulations: If no contact is made with the ISMRM office about these rules and regulations, their acceptance is assumed and confirmed by their signature on the contract for exhibit space. All matters and questions not covered by these regulations are subject to the decision of ISMRM Executive Director, Roberta A. Kravitz, and/or Patti McDowell at Freeman.



Please contact us with questions regarding required documentation.

## ISM RM CONTRACT FOR EXHIBITION: PAGE 1 of 2



elbourne  
AUSTRALIA

Page 24

### For ISM RM Use Only:

Date Received: \_\_\_\_\_

ID No.: \_\_\_\_\_

Order No.: \_\_\_\_\_

Total Points: \_\_\_\_\_

### CONTRACT FOR EXHIBIT SPACE

**Technical Exhibition Dates: 6-10 May 2012; Priority Placement Deadline: 2 December 2011**

#### 1. Exhibitor Publication Information: To be published in the ISM RM 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 ISM RM 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 ISM RM 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
-----	---------------------------	-------	-------------------------------------	----------------

**We will be emailing updates frequently. Please clearly list the additional email addresses of those you wish to include on the 2012 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 send completed contract with full payment to:  
Melisa at [melisa@ismrm.org](mailto:melisa@ismrm.org), or fax to +1 510 841 2340.

COMPANY NAME \_\_\_\_\_

Page 25

## 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) Peninsula Exhibit: \_\_\_\_\_ X \_\_\_\_\_ m. x ☐ US\$425 or ☐ US\$400 = US\$ \_\_\_\_\_

(A minimum order of 3 m x 6 m required. Two corners required)

c) Island Exhibit: \_\_\_\_\_ X \_\_\_\_\_ m. x ☐ US\$425 or ☐ US\$400 = US\$ \_\_\_\_\_

(A minimum order of 6 m x 6 m required. Four corners required)

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

Total Corner & Space Rental US\$ \_\_\_\_\_

Tax Payer ID# \_\_\_\_\_

Plus 10% Australian GST US\$ \_\_\_\_\_

**Total Space Rental = US\$ \_\_\_\_\_**

## 6. Sponsorship Opportunities-Stand Out In the Crowd:

### Corporate Member Level Sponsorship Packages:

If you are interested in Gold, Silver, Bronze or Associate Levels of ISMRM Sponsorship, 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 **ISM RM**

**Payment: 100% payment** (full payment due 2 December 2011) = 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 2012 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 2012 lease agreement for exhibit space between the Melbourne Convention & Exhibition Centre 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 2 December 2011 by the ISMRM:

- |  |                                     |    |  |
|--|-------------------------------------|----|--|
| a) <b>Full Payment:</b>                                | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 2 December 2011  |
| b) <b>Description of materials to be displayed:</b>    | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 2 December 2011  |
| c) <b>Company Profile for Guide to the Exhibition:</b> | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 3 February 2012  |
| d) <b>Floor Plan (if booth exceeds 9 sq. meters):</b>  | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 10 February 2012 |
| e) <b>Proof of Insurance:</b>                          | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 24 February 2012 |

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

SIGNATURE OF OFFICIAL REPRESENTATIVE \_\_\_\_\_

DATE \_\_\_\_\_



## ISM RM EXHIBITOR REGISTRATION

## IMPORTANT INFORMATION FOR EXHIBITOR 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 Melbourne. Stop by the on-site registration counter with any questions or concerns, to pick up your badges, or simply to say, G'day!

### Exhibitor Badges

Exhibitor badge order forms will be available in the ISMRM Exhibitor Service Kit. Completed forms are due in the ISMRM office by Friday, 9 March 2012. Exhibitor badges will not be mailed and will only be available for on-site pick at the Exhibitor Counter beginning at 14:00 hours, Friday, 4 May 2012. 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 9 March will not receive a badge and must register on-site beginning at 14:00 on Friday, 4 May at a cost of US\$20.00 per badge.

### Scientific Meeting Vouchers

Exhibiting companies will receive one (1) 7-Day meeting voucher for each 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, 4 May 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 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, Friday, 4 May 2012 at the Exhibitor Counter.

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

Exhibitor Badge Registration Forms

should be emailed to:

[melisa@ismrm.org](mailto:melisa@ismrm.org)

or faxed to:

+1 510 841 2340



## EXHIBITION SCHEDULE: DESIGNED FOR MAXIMUM LEAD GENERATION

Activity	Thurs. 3 May	Fri. 4 May	Sat. 5 May	Sun. 6 May	Mon. 7 May	Tues. 8 May	Wed. 9 May	Thurs. 10 May	Fri. 11 May
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 6 May, 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 6 May, 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 10 May 2012 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, 10 May. The exhibition hall must be empty by midnight.					x

### NEW AND IMPORTANT SECURITY GUIDELINES

Due to overwhelming requests from our attendees to extend poster viewing hours, the ISMRM Board of Trustees has agreed it is in the best interest of our attendees to do so. Therefore, the exhibition floor will be open for longer hours in order to accommodate poster viewing. While exhibition hours will remain the same, this change simply indicates that when the Technical Exhibition closes at 17:00 daily, the exhibit hall will remain open for poster viewing. There will likely be thousands of people still roaming around viewing once you have left your booth for the day. Due to this change, it is recommended by the ISMRM for all exhibitors to consider purchasing additional security measures or securing booth valuables in a locked cupboard. While the ISMRM will provide perimeter security and walk-about security in the exhibition hall, we are not responsible for booth security. Please consider this point carefully and remember to order your own security or lockable cupboards to support valuables. Booth security forms and lockable furniture rentals will be available in our Exhibitor Service Kit which will go live online 21 January 2012 to all paid exhibitors.

The exhibition floor will be open for longer hours in 2012 for extended poster viewing. Once again, please read important security guidelines.

## PLEASE READ THESE IMPORTANT SERVICE GUIDELINES

## CONTRACTORS, LABOR RATES

**Contractor Services**

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

**Service Kit**

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

**Labor Rates and Services**

Detailed information regarding work rules for all trades operating at the Melbourne Convention Centre site will be provided in the Exhibitor Service Kit. Labor rates will be announced in the Service Kit; all rates will be listed in Australian dollars (AUD). Rates subject to change; local and government taxes are not included. Final labor rates will be published in the Exhibitor Service Kit.

## GET GREAT RATES ON HOUSING IN MELBOURNE

Page 29

## QUALITY HOUSING IS AVAILABLE IN MELBOURNE

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

### Housing

For more detailed information on the various hotels and the housing reservation form please visit <http://www.ismrm.org/12/housing.htm>. Do not contact the hotels directly in Melbourne as reservations are to be made online 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.



Our CHM will assist you in receiving the best hotel rates in Melbourne!

## HOSPITALITY BENEFITS

## PLAN YOUR ANCILLARY EVENTS EARLY FOR BEST RESULTS

**Hospitality Rooms & Exhibitor Meetings**

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

- Sunday, 6 May, Opening Reception  
17:45–19:15
- Monday through Thursday,  
7–10 May, 08:00–18:00
- Friday, 11 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 by 20 January 2012. 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 2012 ISMRM Exhibitor Service Kit.

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

**Food and Beverage Service**

ISM RM 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 Melbourne Convention & Exhibition Centre. 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. This is your time to shine!



## MELBOURNE CONVENTION AND EXHIBITION CENTRE

VISIT [WWW.MCEC.COM.AU](http://WWW.MCEC.COM.AU) FOR MORE INFORMATION

Right in the centre of the city, conveniently close to hotels, restaurants, bars and transport, the Melbourne Convention and Exhibition Centre (MCEC) combines stunning architecture with incredible versatility.

This is the world's first 6 Star Green Star rated convention centre, where the innovative use of fresh air, natural light and solar power doesn't just conserve resources, it also makes your experience more comfortable.

A range of ingenious designs means MCEC can cut down where it counts – on carbon emissions. Everything from our heating and cooling to our water systems are green. By implementing things like solar hot water and renewable power, we're able to help you reduce the emissions of your event.

### Fresh Air Rates:

Improved indoor air quality due to large volumes of fresh air

### Solar Hot Water:

Solar panels provide 100% of public amenity hot water requirements

### Sustainable use of Building Materials:

Timber from renewable sustainable sources, materials and components has a high recycled content and minimal PVC utilization

### Low Volatile Organic Compounds (VOC):

Carpets, paints, adhesives and sealants to be low in VOC to enhance indoor air quality

### Expansive Glass Facade:

Provides views and allows high degree of diffused natural light with spectrally selective glass

### Radiant Slab Heating & Cooling:

Slab heated to provide energy efficient occupant thermal comfort and reduce air-conditioning requirements

### Displacement Ventilation:

Low level air delivery and high level air exhaust provide excellent air change effectiveness and high indoor air quality at low energy consumption

### Black Water Treatment Facility:

Treats wastewater, rainwater and storm water to Grade A quality for reuse in building. Consequently reduces flow to sewer

Read more about the  
Melbourne's award-winning  
history on page 31



# MELBOURNE CONVENTION AND EXHIBITION CENTRE

## AN AWARD-WINNING EXHIBITION CENTRE

DATE	AWARD	AWARD DESCRIPTION
2011	Micenet Australia Readers' Choice Awards	The Melbourne Convention and Exhibition Centre was awarded the winner of the best Australian convention centre in the micenet Australia Readers' Choice Awards.
2010	Melbourne Design Awards - Graphic Design: Corporate Identity and Branding	The MCEC's branding and way finding system was recognized with a Melbourne Design Award.
2010	Interior Design Excellence Awards - Best Institutional Design and Highly Commended Sustainable Project	The Interior Design Excellence Awards showcases the best of Australia design.
2010	National Architecture Awards - Public Architecture Award	After being awarded the 2010 Victorian Architecture Medal in June 2010, the MCEC, Joint Venture Architects Woods Bagot and NH Architecture accepted the award for Public Architecture. The National Architecture Awards recognize and celebrate outstanding achievements and excellence in architecture.
2010	Australian Event Awards - Best Achievement in Catering	The Melbourne Convention and Exhibition Centre won 'Best Achievement in Catering' for their innovative work on the 2010 Good Food & Wine Show.
2010	Victorian Architecture Medal	The Melbourne Convention and Exhibition Centre was presented with the William Wardell Award for Public Architecture; the Sustainable Architecture Award; the Melbourne Prize; and the esteemed Victorian Architecture Medal for successfully crossing design boundaries.
2010	Australian Construction Achievement Award	The Australian Construction Achievement Award reflects world's best practice in the construction industry.
2010	Australian Interior Design Award - Environmentally Sustainable Design	The Australian Interior Design Awards recognize and celebrate interior design excellence via a credible, industry-based program backed by the Design Institute of Australia, the professional body representing Australian designers.
2010	Australian Interior Design Award - Best of State Commercial Design	The Australian Interior Design Awards recognize and celebrate interior design excellence via a credible, industry-based program backed by the Design Institute of Australia, the professional body representing Australian designers.
2010	Urban Development Institute of Australia National Environmental Excellence Award	The National Environmental Excellence Award was presented for the centre's exceptional environmental features, particularly the use of radiant slab heating and cooling; solar paneling; a black water treatment facility; the use of low Volatile Organic Compounds (VOCs); an abundance of natural light; and an extensive waste separation program.
2009	Urban Development Institute of Australia Environmental Excellence Award	The Environmental Excellence Award was presented for the centre's exceptional environmental features, particularly the use of radiant slab heating and cooling; solar paneling; a black water treatment facility; the use of low Volatile Organic Compounds (VOCs); an abundance of natural light; and an extensive waste separation program.
2009	BPN Sustainability Award	Winner of the Public Building and Urban Design Award and names as the 'Overall Winner'. The BPN Sustainability Awards recognize excellence in a range of Australian industries and celebrate the achievements and contributions of outstanding companies and individuals.
2009	SmartCompany Web Award	Awarded in the category of 'Best Design' for the MCEC website's design simplicity and ease of use.
2009	Australia Property Institute Excellence in Property Awards - Investa Environmental Development Award	Awarded for outstanding leadership in terms of sustainable development for successfully integrating exemplary sustainability design principles in the operation of the convention centre, and in its construction and development.
2009	Australian Property Institute's President's Award	Awarded to the nominee for demonstrating world class achievement in its field and delivering a project that is an outstanding addition to the built fabric of Melbourne that will generate considerable economic benefit for Victoria.
2009	Banksia Foundation Built Environment Award	The Banksia Environmental Foundation is the leading national not-for-profit organization that promotes environmental excellence and sustainability and Banksia's National Awards are regarded as the most prestigious environmental awards in the country. This award recognizes the convention centre's outstanding environmental features.
2009	IMEX Green Meetings Industry Council Award	The MCEC won this leading global business events industry award for its environmental excellence and innovation. Developed to recognize individuals and companies who make outstanding contributions to the development of the meetings and incentive travel industry the award reflects the centre's efforts in energy efficiency, air and water quality, water conservation, waste minimization, how it purchases goods and produce, commitment to change, the community and conservation.
2008 and 2009	AIME Best Environmental Supplier Award	Awarded two years in a row for recognition of the MCEC's ongoing efforts to ensure AIME is a sustainable event by providing first class operations and a range of green event options focusing on recycling, waste handling and waste minimization.
2008	9th Australian Graphic Design Association National Biennial Awards	Awarded in the 'Digital Media' category for the design of the overall website and the Interactive Centre Guide.
2008	Web Marketing Association's Web Award - International Business Standard of Excellence	Awarded in the 'Digital Media' category for the design of the overall website and the Interactive Centre Guide.
2008	Meeting & Events Industry National Awards - Banqueting & Catering	Food and Beverage Manager Frank Burger, Executive Chef Shaun Bowles led the food and beverage team to win the national MEA awards in the Catering and Banqueting category.
2008	Meeting & Events Industry National Awards - Operations Person of the Year	MCEC's Event Operations Manager Chris Connolly won the national MEA award for Operations Person of the Year, a testament to is exceptional leadership qualities and operational and management skills.



## MELBOURNE: FACTS AND FIGURES

Page 33

## WELCOME TO THE CITY OF MELBOURNE!

Welcome to the City of Melbourne. We respectfully acknowledge that we are meeting on the traditional land of the Kulin Nation. This special place is now known by its European name of Melbourne. The entire Melbourne metropolitan area covers 7,694 sq km and has a population of around 4.1 million.

Today, Melbourne is one of the great multicultural cities of the world, and is a significant meeting place. For the Wurundjeri, Boonerwung, Taungurong, Djajawurrung and the Wathaurung which make up the Kulin Nation, Melbourne has always been an important meeting place and location for events of social, educational, sporting and cultural significance.

Melbourne is Victoria's capital city and the business, administrative, cultural and recreational hub of the state. The City of Melbourne's city centre covers 37.6 sq km and has a residential population of around 96,500 (as of 2010). On an average day, around 788,000 people use the city, and Melbourne hosts over a million international visitors each year.

All of these residents, workers, shoppers and travelers can take a break in one of the around 145,000 cafe or restaurant seats, or walk through some of its 471 hectares of parkland. They can visit Melbourne's tallest building, the 300m high Eureka Tower, or its oldest building, the Mitre Tavern, built in 1837.



Melbourne is one of the great multicultural cities of the world!

## MELBOURNE: FACTS AND FIGURES (continued)

## ENJOY YOUR STAY IN MELBOURNE!

The City of Melbourne, as a council, oversees Melbourne's city centre and several inner suburbs. As a capital-city council, it also speaks on behalf of Melbourne in local, national and international forums. The City of Melbourne works with other local councils and the State Government of Victoria to ensure that Melbourne is one of the safest, healthiest, and cleanest cities in the world. It supports Melbourne's position as Australia's pre-eminent centre for arts and culture, education, dining and shopping.

The City of Melbourne collaborates with its Indigenous community in the development of its many strategies, agreements and protocols designed to celebrate, support and expand Indigenous culture throughout Melbourne and beyond. The City of Melbourne's approach to local and national Indigenous interests is to be open, active and alert to opportunities. As a local government, the City of Melbourne aims to provide high quality, responsive and innovative services for its local Indigenous community.

Its Indigenous Unit offers a direct connection between the organisation and the local Indigenous community. Melbourne is regarded by many as the hub of the Victorian Indigenous community.

Melbourne's population is made up of people from all over the world. Around 140 cultures are represented, from Victoria's original Indigenous inhabitants to more recent migrants from Asia and Africa. Our community includes people from Somalia, South Korea, New Zealand, Malaysia, Indonesia, China, the United Kingdom, Vietnam, Italy, India, Greece, Japan and more. Some of these nationalities are recent arrivals. Some came early in Melbourne's history and contributed significantly to the city's growing identity.

Melbourne was meticulously planned. It began as a barely legal, speculative settlement that broke away from New South Wales, and was fortunate to be blessed with farsighted founders who envisioned a great 19th century city with an abundance of parks and wide roads and boulevards.

Melbourne was founded in 1835. Unlike other Australian capital cities, Melbourne did not originate under official auspices. It owes its birth to the enterprise and foresight of settlers from Tasmania, where the land available for pastoral purposes was becoming overstocked. These settlers formed the Port Phillip Association for the purpose of the pastoral exploration of Port Phillip.

## MELBOURNE: FACTS AND FIGURES (continued)

Since Robert Hoddle laid out his grid in 1837, many buildings have been raised and razed within the original 'town reserve' bounded by Victoria Street, Hoddle Street and the Yarra River, but the streets and parks remain resolute.

In August 2011, The Economist Intelligence Unit announced its rankings of liveability for 140 cities around the world. After almost ten years, Melbourne reclaimed its number one position. The yearly report assesses which locations around the world provide the best or the worst living conditions according to:

- stability
- healthcare
- culture and environment
- education
- infrastructure

This year Melbourne edged ahead taking first place and our closest Australian rival Sydney was ranked sixth best city with a score of 96.1 per cent, up from seventh place in the survey six months ago, while Perth and Adelaide remained unchanged in joint eighth place with 95.9 per cent.

There is a lot to love about Melbourne - just ask the locals. This sophisticated world city in the south-east corner of mainland Australia inspires a deep passion in those who live here. Melbourne is very much about lifestyle. It is no huge surprise to residents that their city has been ranked as one of the world's most liveable cities.

Melbournians love the city's vibrant energy, restaurants, fashion boutiques, café-filled laneways, cool bars, unbeatable galleries, spacious parks and village-like inner suburbs, each with its own special character. Melbourne is less than 200 years old and never sits still. Modern, cutting-edge designs add to the fascinating mix of heritage architecture and ensure the skyline is constantly changing. Sometimes, the best part of visiting a new city is when you depart from the tourist trail. While the big attractions can be great fun, often it's the more subtle "insider" experiences that leave you feeling really satisfied.

The following industries represent the key sectors that council considers offer the best prospects for growth within the municipality. These are the industry sectors where the City of Melbourne already has a critical mass of organisations on which new entrants can build and develop:

- Advanced manufacturing
- Biotechnology
- Creative industries
- Financial services
- Healthcare
- Higher education
- Hospitality
- ICT
- Retail
- Tourism (including Events)

## IMPORTANT DATES AND DEADLINES

### Su M T W Th F Sa December 2011

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

### Su M T W Th F Sa January 2012

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

### Su M T W Th F Sa February 2012

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

### Su M T W Th F Sa March 2012

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

### Su M T W Th F Sa April 2012

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

### Su M T W Th F Sa May 2012

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

### 2011

1 December	Target this date to review and choose your sponsorship opportunities
2 December	Contract for Exhibit Space due with full payment Description of materials to be displayed at booth due
16 December	Exhibit floor placement announcement

### 2012

9 January	Exhibit space cancellation deadline; cancellations will not be refunded after this date
20 January	Online Exhibitor Service Kit made available to all exhibitors who have paid in full
3 February	Company profile for Guide to Exhibition is due
11 February	Floor Plans due (exceeding 9 square meters)
17 February	Reserve your space for Guide to Exhibition ad. All function space requests are due
24 February	Proof of commercial liability insurance is due Booth diagrams exceeding 9 sq. meters are due
2 March	Art work for advertisement in the Guide to Exhibition is due.
9 March	Exhibitor Badge registration forms due to ISMRM
26 March	EAC forms due to Freeman
3 May	Freight move-in
4–6 May	Exhibitor move-in
4 May	Registration opens on-site at 14:00
5 – 6 May	SMRT Annual Meeting
6 May	Opening Reception in Exhibit Hall
5 – 11 May	ISM RM Annual Meeting & Exhibition
10 May	Farewell Party Exhibitor Dismantle, 16:30–midnight