



23rd Annual Meeting
& Exhibition • 30 May–5 June 2015

SMRT 24th Annual Meeting • 30–31 May

Toronto, Ontario, Canada

www.ismrm.org • www.ismrm.org/smrt



2015 EXHIBITOR PROSPECTUS

Reach thousands of your **KEY BUYERS**
from over 6000 global attendees

Read more to discover **EXCITING 2015 values**

- Exhibitor Benefits **PAGES 5–6**
- Prime Marketing Opportunities **PAGES 12–14**
- Toronto Profile: A World-Class Meeting Destination **PAGES 36–44**

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@ISMRRM

Dear Exhibitors,



23rd Annual Meeting
 & Exhibition • 30 May–5 June 2015
 SMRT 24th Annual Meeting • 30–31 May
 Toronto, Ontario, Canada 
www.ismrm.org • www.ismrm.org/smart

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 will be coming to Toronto.

The ISMRM is very pleased to invite you to exhibit with us in Toronto, Canada, 30 May – 5 June 2015 and experience the new and exciting offerings of Toronto. Very few cities in the world can offer such multi-sector strength, depth of talent and a driving economic and financial engine. Toronto is a pro-business environment and prides itself as a city that is committed to nurturing and supporting business. New and improved R&D centers help to retain and attract scientists from Canada and abroad as well as solidify the Toronto region's position as the center of Canada's life sciences sector. This sector is comprised of pharmaceuticals, biotechnology, medical research, devices, surgical supply and assistive technologies.

**When you enter our
Exhibition, you will
be stepping onto a
floor that is set to
drive business. We will
continue to offer you a
full range of marketing
opportunities to shine!**

Our 2015 Exhibition Hall will be built for doing business because we have you in mind. It is comprised of our Technical Exhibition, our Traditional Posters and our Electronic Multimedia Posters. When you enter our Exhibition, you will be stepping onto a floor that is set to drive business. We will continue to offer you a full range of marketing opportunities to shine.

As an exhibitor at the ISMRM Annual Meeting, this is the perfect opportunity for you to demonstrate your company's leadership in the field of MR; reach key thought academic leaders and industry scientists and clinicians; build your company's visibility in the field of MRI; generate new sales prospects and leads; interact with clinicians and physicists from around the globe; introduce your new products and services to attendees; and advertise to a wide range of attendees. We estimate our exhibition floor will see 6000+ attendees in Toronto in 2015 and that's great news for you! Think of the possibilities!

We are especially pleased to once again work in partnership with Toronto and the Metro Toronto Convention Centre, a multi-award winning green facility leading the industry in a green revolution. The ISMRM will enter an alliance with the MTCC in producing a Zero Waste Meeting in 2015 and for the first time using Green Electricity. We look forward to involving YOU!

The ISMRM consistently selects the best destinations globally to help you succeed at business, and we know you agree. Please read on and familiarize yourself with our 2015 Exhibitor Prospectus and all business opportunities allowing you to make the best business decisions for your company; everyone's interests have been carefully considered.

We look forward to welcoming you North of the 49th parallel in Toronto in 2015!

Roberta A. Kravitz
ISMRM Executive Director

Sandra Daudlin, CMP
ISMRM Director of Meetings

Melisa Martinez
ISMRM Meetings Coordinator

THE ISMRM DEDICATED STAFF

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

Roberta A. Kravitz, *Executive Director*

Kerry Crockett, *Associate Executive Director*

Linda O-Brown, *SMRT Coordinator*

Mary Day, *Office Manager*

Mariam Barzin, *Director of Finance*

Julia White, *Accounting Coordinator*

Kristina King, *Registrar*

Sally Moran, *Director of Electronic Communications*

Allison Barbour, *Electronic Communications Coordinator*

Stephanie M. Haaf, *Director of Membership & Study Groups*

Liz Tharpe, *Membership Coordinator*

Candace Spradley, *Director of Education*

Melissa Simcox, *Education Coordinator*

Sandra M. Daudlin, *Director of Meetings*

Melisa Martinez, *Meetings Coordinator*

Mary Keydash, *Director of Publications*

John Celio, *Administrative Assistant*

Exhibitor Testimonial

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

—Remcom



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

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"The Skope booth at ISMRM proved to be popular and was a busy place throughout the exhibition period. I was privy to exciting conversations, met many new and familiar faces and gathered a huge pile of interesting leads."

—Skope Magnetic Resonance Technologies



BENEFITS, BENEFITS, BENEFITS!

Page 5

Exceptional Exhibitor Benefits

Real-Time Exposure to Decision Makers

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

Professional Event-Support Staff

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

Strategic Integrated Marketing Opportunities

The ISMRM offers integrated marketing programs designed to meet your goals and differentiate you from your competition. Whether you choose custom advertising packages, on-site literature displays, involvement in our MRI product theatre, online marketing, participation in corporate membership programs, or digital advertising—whatever your choices, they are all designed to assist you in making the most of your exhibition experience!

Destination & Quality Venues

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

Limited Exhibitors = Maximum Exposure

You have the benefit of capitalizing on an amazing opportunity. 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.

Exhibitor Value

We continue to add to the value of your exhibition experience! To assist you financially, we will continue to provide complimentary lead retrieval. 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 web site exposure. We will also be continuing our exciting attendance building exhibition contest guaranteeing increased booth traffic. *New in 2015, you will have the option to purchase your exhibition space at an early bird rate.*

Pre-Show Marketing

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

Your Opinion

Your opinion counts. Yearly, we invite company representatives to our Exhibitors breakfast meeting so that our exhibitors can have their say. We are listening.

SEE MORE EXCEPTIONAL BENEFITS ON NEXT PAGE

ISMRM IS EXHIBITOR FOCUSED!

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Exhibitor Testimonial

More Exceptional Exhibitor Benefits

Pre/Post-Show Advertising

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

Yearly Updated Industry Demographics

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

Complimentary Registrations

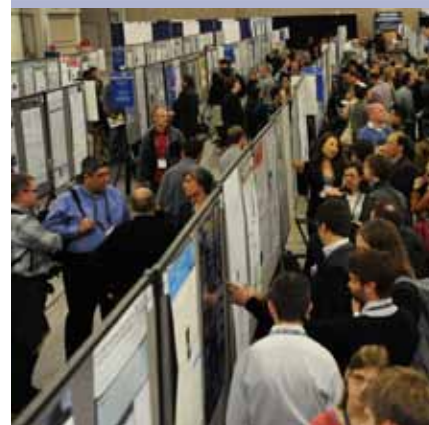
Our exhibitors receive one complimentary seven-day meeting voucher and five exhibitor guest vouchers for each nine square meters of rented space.

Exposure! Exposure! Exposure!

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

"Avotec has been an exhibitor at ISMRM since the society was formed 20 years ago. As a manufacturer of MR accessories, exhibiting with ISMRM provides Avotec with a critical venue for presenting products, connecting with customers, and establishing OEM relationships. And the international venue ensures that we stay in touch with our global customers. ISMRM is definitely exhibitor friendly. They consider the technical exhibits to be a critical part of the conference, and they constantly strive to create an exhibit format that will be most effective for the exhibitors. Exhibiting with ISMRM is a given for Avotec. If MR is your business, we would recommend you do the same."

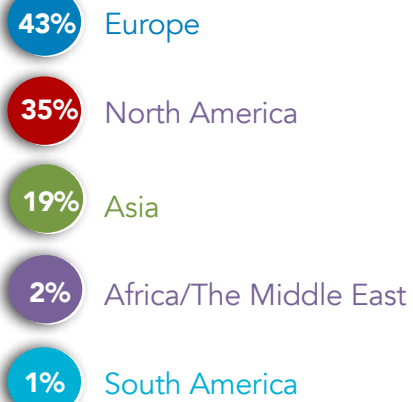
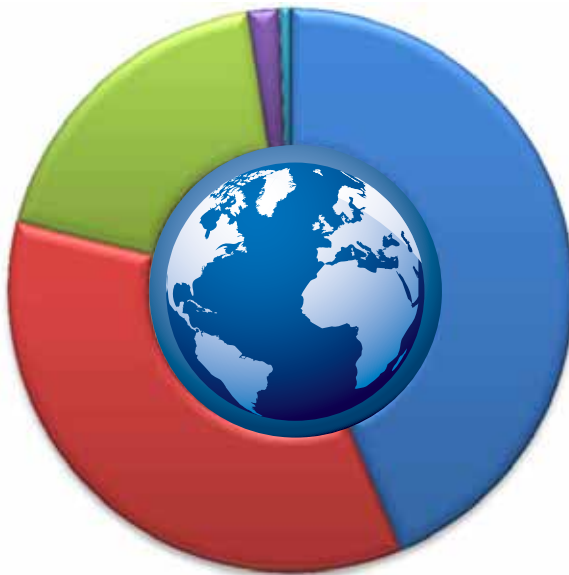
— Avotec, Inc.



2014 REGISTRATION DEMOGRAPHICS

Page 7

Meet Attendees from our Global Shpere



2014 MEETING STATISTICS

ATTENDEE BREAKDOWN

M.D.	14%
M.D./PH.D.	5%
PH.D.	42%
Other degree or None designated	39%

PROGRAM STATISTICS

Oral presentations	858
Electronic posters	1739
Traditional posters	2166
Educational presentations	394
Student stipends awarded	949

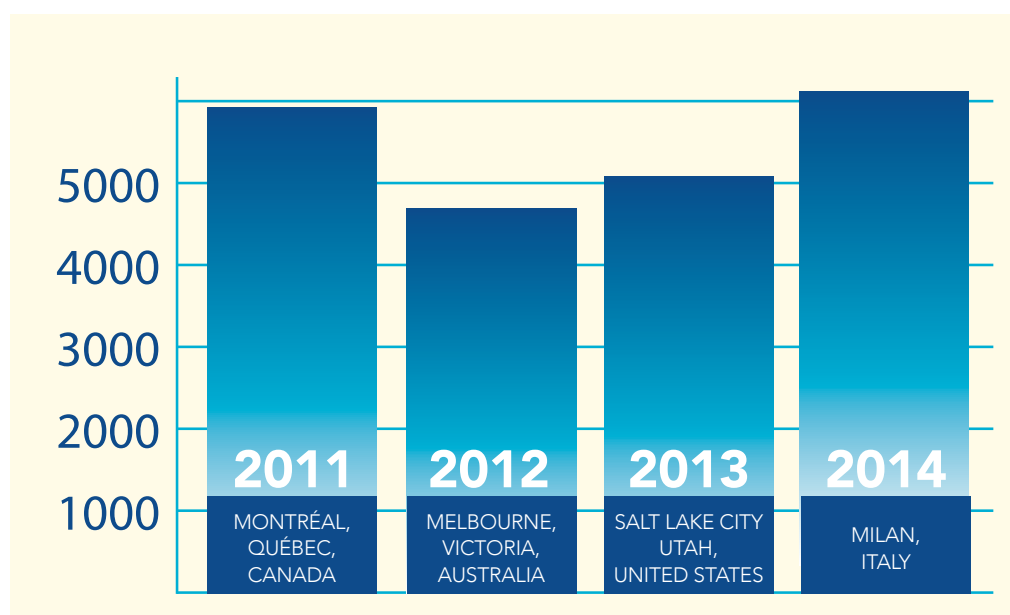
**THERE ARE
NO BORDERS ON OUR
INTERNATIONAL EXHIBIT FLOOR!**

ISMRM MEETING DEMOGRAPHICS & ATTENDANCE HISTORY

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MARKET YOUR COMPANY AT THE LARGEST MEETING DEDICATED TO MR

Four Year ISMRM Meeting Attendance Pattern



Ten Year ISMRM Meeting Attendance Breakdown

	2005 Miami, Florida, USA	2006 Seattle, Washington, USA	2007 Berlin, Germany	2008 Toronto, Ontario, Canada	2009 Honolulu, Hawai'i, USA	2010 Stockholm, Sweden	2011 Montréal, Québec, Canada	2012 Melbourne, Victoria, Australia	2013 Salt Lake City, Utah, USA	2014 Milan, Italy
Professional Attendees	4491	4872	5350	5324	4958	5901	5770	4646	5100	6078
Exhibitor Personnel	1043	906	1043	1132	630	863	976	840	726	992
Guests to the Exhibition	NA	27	7	0	1	1	0	0	0	0
# of Exhibiting Companies	60	71	71	86	56	63	66	60	69	71

GLOBAL ATTENDANCE 2014

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JOINT ANNUAL MEETING ISMRM–ESMRMB, MILAN, ITALY

Your company will benefit from global exposure!

Afghanistan..... 1	Ireland 7	Saudia Arabia..... 4
Australia 141	Israel 40	Scotland 22
Austria 66	Italy..... 235	Singapore..... 52
Belgium 50	Japan..... 267	Slovakia 8
Brazil..... 18	Jordan 2	Slovenia..... 4
Bulgaria 1	Kazakhstan 2	Spain 42
Canada 272	Lebanon 2	Swaziland 1
Chile 11	Lithuania..... 2	Sweden 108
China 333	Mexico..... 8	Switzerland..... 223
Cyprus 2	New Zealand..... 18	Taiwan 88
Czech Rep. 26	Norway..... 72	Thailand..... 13
Denmark..... 74	Pakistan 1	The Netherlands 284
Egypt..... 2	Poland 14	Turkey..... 40
Finland..... 50	Portugal..... 7	UAE 2
France 194	Qatar 2	UK..... 494
Georgia 1	Republic of Moldova 2	Uruguay..... 1
Germany..... 623	Romania 8	USA 1862
Hungary..... 9	Russia 7	Wales..... 1
India..... 29	S. Africa 4	
Iran 3	S. Korea..... 183	

JOINT ANNUAL MEETING ISMRM-ESMRMB EXHIBITORS 2014

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



Thank You and Congratulations
to our 15+ Year Exhibitors!

AME Publishing Company

Aspect Imaging

Avotec, Inc.

BIOPAC Systems, Inc.

Bracco

Brain Products GmbH

Bruker

Cambridge Research Systems, Ltd.

Cedrus Corporation

CheMatech

CorTechs Labs, Inc.

Communication Power Corporation

Compumedics, Ltd.

Conaptic Ltd.

CST–Computer Simulation Technology

Doty Scientific, Inc.

Electrical Geodesics, Inc.

EM Software & Systems – FEKO

Ergospect GmbH

ESMRMB

GeccoDots

GE Healthcare

Guerbet

Heart Vista

Hitachi Medical Systems

International Electric Company, Ltd.

Invivo

IOP Publishing

ISMARM Central

ISMARM MRI Product Theater

Itel Telecomunicazioni

KinetiCor

Kopp Development, Inc.

LMT Medical Systems GmbH

Metrasens

Metrolab Technology SA

MIPM GmbH

Mint Labs

Modus Medical Devices, Inc.

MR Instruments, Inc.

MR Solutions, Ltd.

MR:comp – MRITec

MRI TOOLS GmbH

nanoPET Pharma GmbH

Neoptix

NeuGrid4You

NordicNeuroLab AS

Nova Medical

NUKEM Isotopes GmbH

Olea Medical

Opsens, Inc.

The Phantom Laboratory

Philips Healthcare

Polarean, Inc.

PulseTeq Limited

Pure Devices GmbH

Rapid Biomedical GmbH

Remcom

Resonance Research, Inc.

Resonance Technology, Inc.

Rockland Technimed, Ltd.

SA Instruments, Inc.

ScanMed of Resonance Innovations LLC

Shelley Medical Imaging Technologies

Siemens Healthcare

Skope Magnetic Resonance Technologies

SMTEC SA

SynchroPET

Tesla Engineering, Ltd.

TomoVision

Toshiba Medical Systems Corporation

Tourism Toronto

Wiley

Wisepress

ZMT Zurich MedTech AG

EXHIBIT ALONGSIDE THE
BEST COMPANIES IN THE
MR INDUSTRY!

ISMRM CORPORATE MEMBERS 2014

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

ISMRM Corporate Members 2014



Thank You and Congratulations to our 15+ Year Exhibitors!

Gold Corporate Members:

Bracco

GE Healthcare

Philips Healthcare

Siemens

Bronze Corporate Members:

Bruker

Hitachi Medical Systems

Toshiba 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

MARKETING OPPORTUNITIES

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Maximize Your Exposure

We are pleased to provide an abundance of marketing and promotional opportunities. Subsidizing any item entitles your company to be acknowledged on the meeting web site and in print publications as an official supporter along with acknowledgment on signage during the Annual Meeting. Through your participation, you have a prime opportunity to draw this qualified, captured audience to your booth. The rest is up to you, so please participate and allow us to show you what marketing opportunities can do for you!

☐ 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.

☐ USB Drives

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

☐ 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 MARKETING OPPORTUNITIES

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Choose One or More Opportunity!

☐ Refreshment Concessions

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

☐ Speaker Ready Room

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

☐ Product Display Bar

Display your brochures and literature within easy reach of attendees. The staffed ISMRM Resource Center's Product Display Bar is an effective replacement of the convention bag insert and a much greener choice too! Limited spaces are available.

☐ Electronic/Digital Signage Advertisements

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

☐ MRI Product Theatre

Capitalize on your presence in the exhibit hall by giving your product presentation right on the exhibition floor! Our Product Theater features chairs, podium, screen, projector and microphone. Repeat your presentations daily and/or throughout the week.

☐ Wireless Internet Support

Receive recognition for what will surely be one of the meeting's most utilized services. Be the sole supporter of the Annual Meeting Wireless service and watch your message/logo pop up on every mobile device in the convention centre!

☐ 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 Program-At-A-Glance is pocket-sized and also fits into our badge holders. It is a well-used, quick reference for all attendees.

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

EVEN MORE MARKETING OPPORTUNITIES!

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Exhibitor Testimonial

Your Great Ideas are Welcome!

☐ 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.

☐ Custom Hotel Key Cards

Make your company visible to attendees every time they open their hotel room door. This is premium exposure throughout the week, with your company logo, booth number and/or message on each attendee's hotel room key card.

☐ 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.

☐ Your Great Ideas!

Tell us what support opportunity will maximize your company's success at the Annual Meeting & Exhibition in Toronto! We are at your service.

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

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

BIOPAC would like to thank ISMRM for organizing such a well-run meeting. We regard the Annual Meeting as a wonderful opportunity to spend quality time with our customers and to learn more about their application requirements. The conference is always regarded highly by our team because of the great exposure it provides us.

—BIOPAC Systems, Inc.



HOW TO CONTRACT FOR TECHNICAL EXHIBIT SPACE

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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 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; and

- (4) A cheque:

Please make funds payable to:

International Society for Magnetic Resonance in Medicine

Full payment of the total rental cost to be submitted by 12 December 2014.

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 12 December*)	US \$345.00 per square meter
Publisher/ Recruiter Rate**	US \$280.00 per square meter
Corner Rate***	US \$200 additional per corner

* Please Note that contract deadline for priority booth assignments is Friday, 12 December 2014. Any contract received after the early bird date will be subject to a \$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 12 December 2014.

WHAT TO EXPECT AFTER YOUR CONTRACT IS SIGNED

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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.

Representative Information

If you are a Canadian exhibiting company, ***PLEASE READ CAREFULLY***. In compliance with the recently enacted Canadian Anti-Spam law, we need to obtain permission from all Canadian representatives in order to email information to you regarding the International Society for Magnetic Resonance in Medicine, including important information about the ISMRM 23rd Annual Meeting & Exhibition, which will take place in Toronto, Ontario, Canada, 30 May through 05 June 2015. In order to receive email correspondence from us, please have each representative complete the agreement form located at: www.ismrm.org/casl-opt-in-form/. Without compliance we are unable to email you.

Your Company Profile is Publicized

Exhibitors are required to provide a 200-word company profile to our Meetings Coordinator (melisa@ismrm.org) detailing their products and/or services to be published in the 2015 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, 13 February 2015. 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, 6 February 2015.

PLEASE NOTE:

Listing in the 2015 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, 6 February 2015 to exhibiting companies whose full payment has been received. The service kit contains a complete set of downloadable service forms.

Pre-Meeting Registration Reports

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

**DEADLINE FOR
YOUR COMPANY PROFILE:
FRIDAY, 13 FEBRUARY 2015**

BOOTH ASSIGNMENT & PRIORITY POINTS

Priority Placement

Maximum Priority Points

Submit your Contract for Exhibit Space by Friday, 12 December 2014, in order to receive the maximum priority points possible.

Space Assignments

Announcement of exhibit space placements will be made on Friday, 30 January 2015. 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 Friday, 12 December 2014. 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 2014.

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.

Cancellation Policy

Cancellation of exhibit space must be made in writing on or before: Friday, 30 January 2015, for a full refund (minus a \$100 administration fee) of monies paid. If space is canceled after Friday, 30 January 2015, there will be no refund, and ISMRM will retain as liquidated damages all monies paid.

BOOTH SPACE & FLOOR PLAN

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Metro Toronto Convention Centre
255 Front St W, Toronto, ON M5V 2W6, Canada
www.mtccc.com • 416-585-8000

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 ISMRM 23rd Annual Meeting & Exhibition will be held at the Metro Toronto Convention Centre, 30 May - 5 June 2015.

The Technical Exhibition, Poster Exhibition and Electronic Poster Hall will be located on the 800 Level of the South Building of the Metro Toronto Convention Centre and again, intertwined. When you enter the Technical Exhibition Hall, you are entering a hall that will incorporate traditional posters, exhibition booths and electronic posters crisscrossing 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.



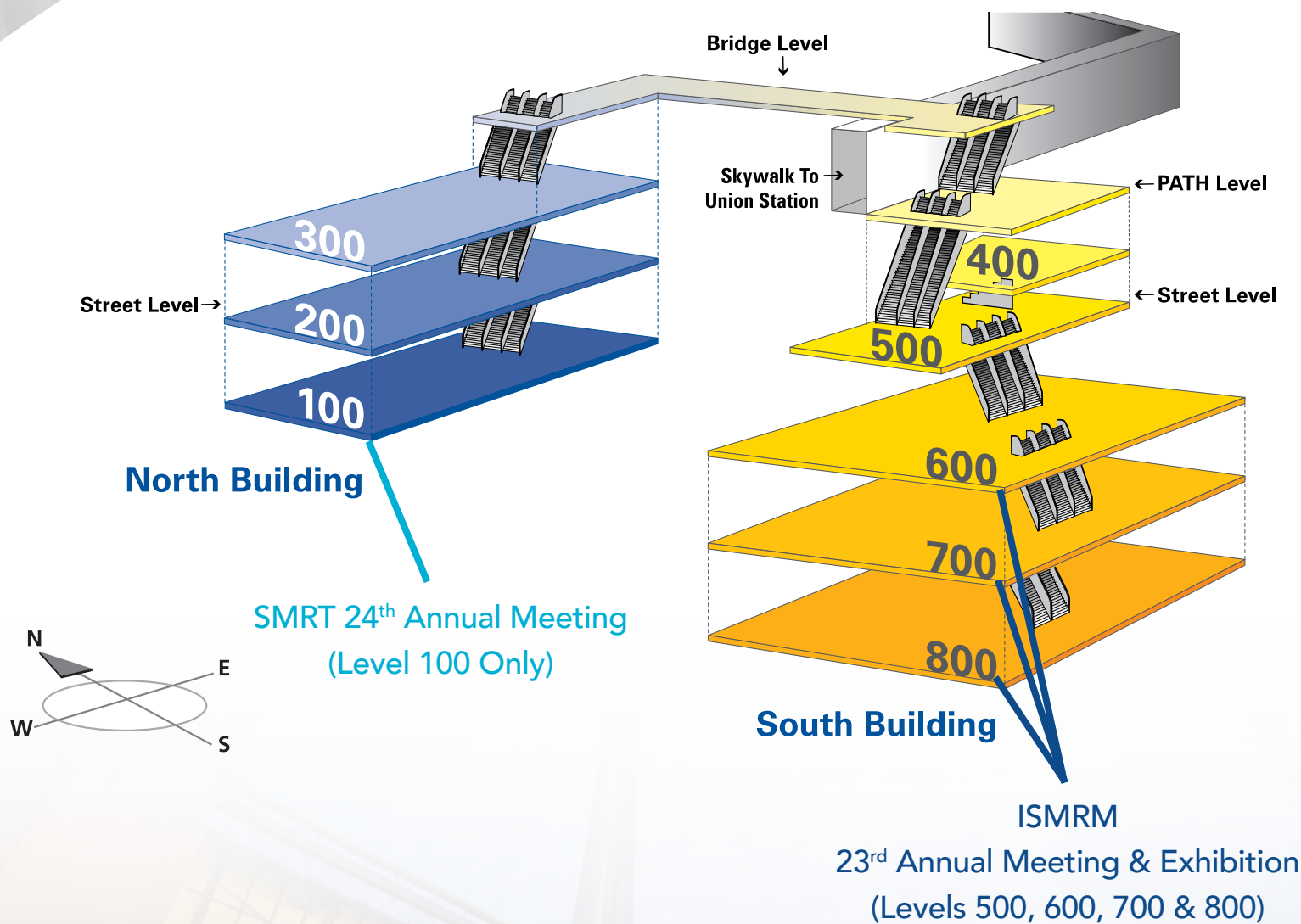
PLEASE NOTE! Important changes in the floor plan are stated and described in the next paragraphs.

**OUR STRATEGIC
FLOOR PLAN IS DESIGNED FOR
YOUR SUCCESS!**

METRO TORONTO CONVENTION CENTRE OVERVIEW

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Metro Toronto Convention Centre
255 Front St W, Toronto, ON M5V 2W6, Canada
www.mtccc.com • 416-585-8000



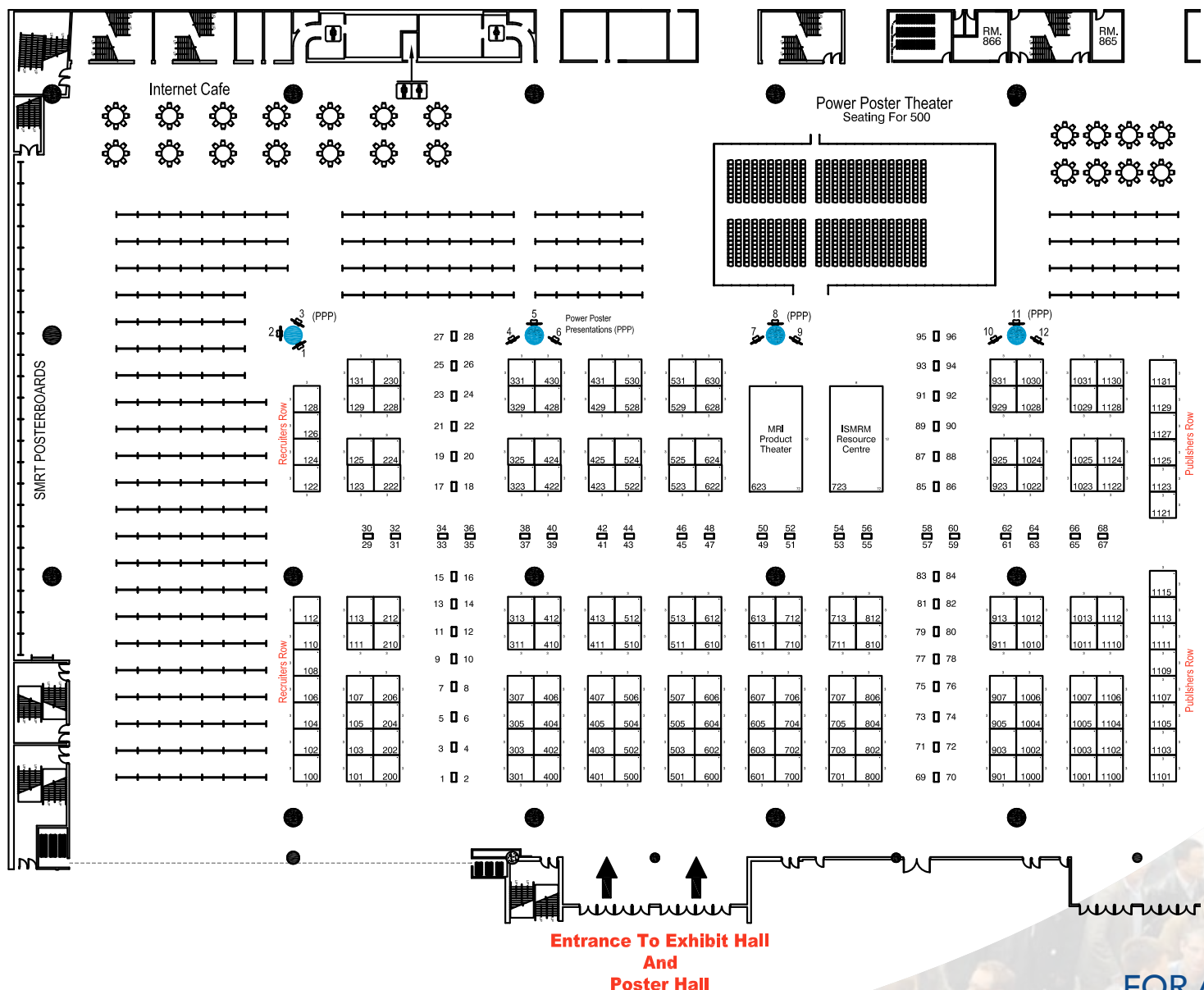
BOOTH SPACE & FLOOR PLAN

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Page 1 of 2

TRADITIONAL POSTER HALL METRO TORONTO CONVENTION CENTRE

The floor plan has been enlarged and is presented here in two sections so that you can clearly see your options for possible floor selection. The dotted areas in between the exhibit spaces are our "e-posters." For a full picture of the floor, including all e-poster and traditional poster placement, please visit www.ismr.org/15/tech.



FOR A
FULL-SIZE VIEW OF
THE FLOOR PLAN, VISIT
www.ismr.org/15/tech

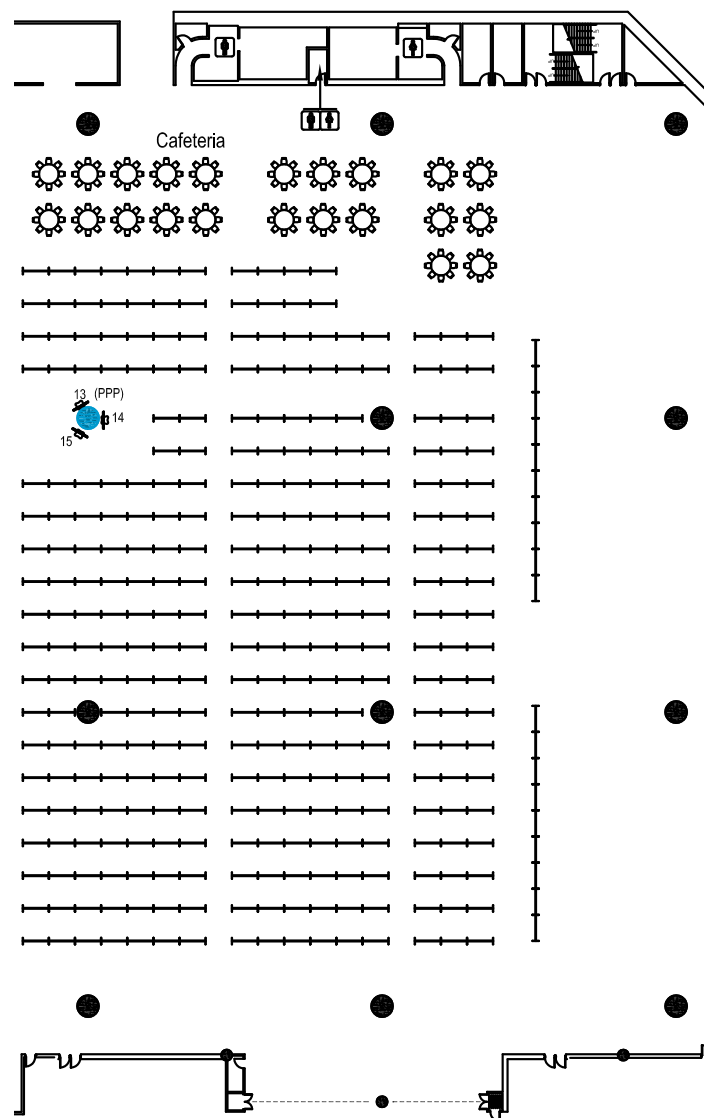
BOOTH SPACE & FLOOR PLAN

Page 21

Page 1 of 2

TRADITIONAL POSTER HALL METRO TORONTO CONVENTION CENTRE

The floor plan has been enlarged and is presented here in two sections so that you can clearly see your options for possible floor selection. The dotted areas in between the exhibit spaces are our "e-posters." For a full picture of the floor, including all e-poster and traditional poster placement, please visit www.ismrm.org/15/tech.



FOR A
FULL-SIZE VIEW OF
THE FLOOR PLAN, VISIT
www.ismrm.org/15/tech

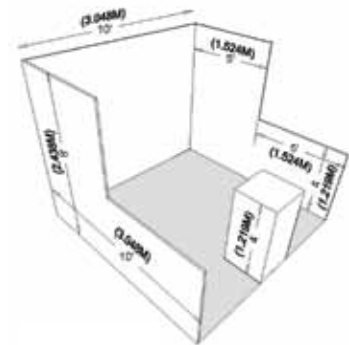
BOOTH SCHEMATIC OPTIONS

Page 22

Choose the Booth that Meets Your Exhibition Needs

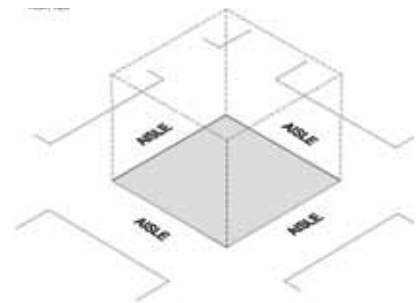
In-Line Exhibits

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.



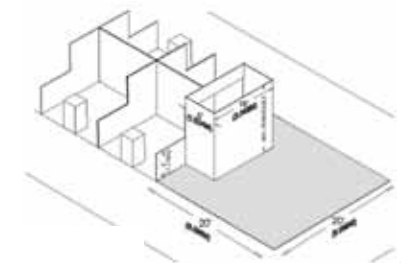
Island Exhibit

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.



EXHIBITION RULES & REGULATIONS

Page 1 of 3

Page 23

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 exhibitor shall

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.

be fully responsible for any such injury, loss or damage except as otherwise provided in the Lease Agreement between ISMRM and the Metro Toronto Convention 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

EXHIBITION RULES & REGULATIONS

Page 2 of 3

Page 24

Please Read These Important Exhibition Regulations

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 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

Page 3 of 3

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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, backwall drapes and any decoration must be flame-proofed. All exhibits and materials are subject to inspection by the local Fire Marshal.

IMPORTANT: Please review the complete Fire Regulations for Exhibitors located in the Exhibitor Service Kit. In some instances, ISMRM, the Metro Toronto Convention Centre and the Toronto Fire Department **MUST** approve aspects of your booth in advance. Please contact Patti McDowell with Freeman, by email at:

patti.mcdowell@freemanco.com if you have any questions regarding required documentation. Violation of any of these rules by the exhibitor or its employees or agents shall, at the option of ISMRM, forfeit the exhibitor's rights to occupy space, and such exhibitor shall forfeit to ISMRM all monies paid or due.

Acceptance of Regulations

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

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

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



23rd Annual Meeting
 & Exhibition • 30 May–5 June 2015
 SMRT 24th Annual Meeting • 30–31 May
 Toronto, Ontario, Canada 
www.ismrm.org • www.ismrm.org/smart

For ISMRM Use Only:

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

PAGE 1 OF 2

CONTRACT FOR EXHIBIT SPACE

Technical Exhibition Dates: 31 May – June 5, 2015; Priority Placement Deadline: 12 December 2014

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:

If you are a Canadian exhibiting company, PLEASE READ CAREFULLY. IN COMPLIANCE with the recently enacted Canadian Anti-Spam law, we need to obtain permission from all representatives in order to email information to you regarding the International Society for Magnetic Resonance in Medicine, including important information about the ISMRM 23rd Annual Meeting & Exhibition, which will take place in Toronto, Ontario, Canada, 30 May through 05 June 2015. In order to receive email correspondence from us, please have each representative complete the agreement form located at: <http://www.ismrm.org/casl-opt-in-form/>. Without compliance we are unable to email you.

The Official Representative will receive all printed ISMRM exhibit-related materials (i.e. invoice). All 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 any additional email addresses of those you wish to include on the 2015 Exhibitor list serve and ensure that they are in compliance with the Canadian Anti-Spam law and on our list:

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)

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

1) _____
 2) _____
 3) _____

1) _____
 2) _____
 3) _____

5. Organization Designation:

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

Publisher	<input type="checkbox"/>	Recruiter	<input type="checkbox"/>	Other	<input type="checkbox"/>
Medical equipment	<input type="checkbox"/>	Association (Non-Profit)	<input type="checkbox"/>		
Health Care System	<input type="checkbox"/>	Pharmaceutical	<input type="checkbox"/>		

Company Name _____

6. Booth Order Early Bird Rates:

Standard rate = US\$345.00/sq. m. | Publisher/ Recruiter rate* = US\$280.00/sq. m.
Send in your contract by 12 December 2014 in order to qualify for these early bird rates.

- a) In-line Exhibit: _____ X _____ m. x ☐ USD\$345 = USD\$ _____
 (A minimum order of 3 m x 3 m is required)
- b) Island Exhibit: _____ X _____ m. x ☐ USD\$345 = USD\$ _____
 (A minimum order of 6 m x 6 m required. Four corners required)
- c) Publisher Row Exhibit: _____ X _____ m. x ☐ USD\$280 = USD\$ _____
 (A minimum order of 3 m x 3 m required)
**To qualify for the publisher rate, the company's primary business must be publishing printed and/or electronic journals, books, and/or magazines.*
- d) Recruitment Row Exhibit: _____ X _____ m. x ☐ USD\$280 = USD\$ _____
 (A minimum order of 3 m x 3 m required)
**To qualify for the recruiter rate, the company's primary business must be recruitment.*
- e) Number of corners requested (granted on first-come, first-served basis): _____ corner(s) x USD\$200.00 = USD\$ _____
- f) Early Bird Cut Off Rate: ☐ USD\$200 = USD\$ _____
 (If this order is being processed after 12 December 2014, please apply the \$200 late fee)
Total Space Rental USD\$ _____

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 12 December 2014) = USD\$ _____

Credit Card: Please charge fees to my ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover
 Card Number _____ / _____
 Expiration Date _____

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 2015 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 2015 lease agreement for exhibit space between the Metro Toronto Convention 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 28 November 2014 by the ISMRM:

- | | | | |
|--|-------------------------------------|----|--|
| a) Full Payment: | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 12 December 2014 |
| b) Description of materials to be displayed: | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 16 January 2015 |
| c) Company Profile for Guide to the Exhibition: | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 13 February 2015 |
| d) Floor Plan (if booth exceeds 9 sq. meters): | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 13 February 2015 |
| e) Proof of Insurance: | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 27 February 2015 |

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

SIGNATURE OF OFFICIAL REPRESENTATIVE _____

DATE _____

EXHIBITOR REGISTRATION

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*I*mportant 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 Toronto. Stop by the on-site registration counter with any questions or concerns, to pick up your badges, or simply to say hello!

Exhibitor Badges

Exhibitor badge order forms will be available in the ISMRM Exhibitor Service Kit.

Completed forms are due in the ISMRM office by 6 March 2015. 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, 29 May 2015. 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. Exhibitors will not be allowed on the exhibition floor without an ISMRM badge. Anyone not preregistered by 6 March 2015 will not receive a badge and must register on-site beginning at 14:00 on Friday, 29 May 2015 at a cost of US\$25.00 per badge.

Scientific Meeting Vouchers

Exhibiting companies will receive one (1) Seven-Day meeting voucher for each nine square meters of space rented. The vouchers will be prepared and held on site for the official representative. The official representative may pick up the vouchers starting at 14:00 hours, Friday, 29 May 2015. Each voucher may be redeemed at the Exhibitor Registration counter onsite for a registration into the scientific meeting. Registration is required for those who intend to use a voucher.

Exhibitor Guest Vouchers

Complimentary exhibitor guest vouchers may be given to your valued customers and/or guests to allow one-day access to the Technical Exhibition. Please distribute your guest vouchers to individuals who would not normally qualify for general registration. The number of guest passes issued to an exhibiting company will be one (1) pass per day, per nine square meters of rented space, with a maximum of five (5) guest passes per day. Only the official representative may pick up all Exhibitor Guest Vouchers beginning at 14:00 hours, 29 May 2015 at the Exhibitor Counter.

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

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

EXHIBITION SCHEDULE 2015

Page 29

*D*esigned for Maximum Lead Generation

ISMRM Exhibition Hall Hours of Operation

Activity	Thurs. 28 May	Fri. 29 May	Sat. 30 May	Sun. 31 May	Mon. 1 June	Tues. 2 June	Wed. 3 June	Thurs. 4 June	Fri. 5 June
ISMRM only Freight- Move-in	08:00– 17:00	x	x	x	x	x	x	x	x
Installation of Exhibits	x	08:00– 22:00	08:00– 22:00	07:00–14:00	x	x	x	x	x
All exhibits must be fully operational	x	x	x	14:00: If materials have arrived but installation of any exhibit has not started by 14:00 hours Sunday 31 May 2015, 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 31 May 2015, 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– 20:30	07:00– 20:30	07:00– 16:30	x
Move-Out/ Dismantle	x	x	x	Dismantle of an exhibit prior to 16:30 hours on Thursday 4 June 2015 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 4 June 2015. All display materials must be packed for carrier pick up not later than 22:00 hours, Thursday 4 June 2015.				Poster Dismantle 16:30– 18:00	x

CONTRACTORS, LABOR RATES

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Contractor Services

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

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 20 March 2015. 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 Metro Toronto Convention Centre 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 Metro Toronto 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 either Canadian and/or 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 TORONTO

Page 31

Enjoy a Great Range of Rates!

Many hotels offering a range of quality, rates, and amenities have been reserved by the Society for the meeting in Toronto. 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 Toronto as reservations are to be made only through the official housing bureau, CHM. Official Society hotels will not honor direct requests for hotel rooms at the special convention rates.

Important Exhibitor Housing Note:

Exhibitors are expected to secure their accommodations through CHM as part of their alliance with the ISMRM. Exhibitors who book outside the ISMRM housing Block will be subject to loss of full priority points. This housing policy is applicable to national and international exhibitors who may or may not have their own internal travel booking agencies.

Exhibitor Testimonial

"ISMRM is always a great opportunity for us to catch up with our existing customers and develop new leads. The event is well hosted and we have always found that the logistics run smoothly. We are looking forward to ISMRM 2015 in Toronto."

—Exprodo Software





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 23rd Annual Meeting & Exhibition in Toronto, Canada.

And with over 18,500 flights a day to 1,316 destinations across 192 countries, our 27 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 AC10S15 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 27 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/conventionsplus

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AIR NEW ZEALAND

ANA

ASIANA AIRLINES

Austrian

Avianca

brussels airlines

Copa Airlines

CROATIA AIRLINES

EGYPTAIR

Ethiopian ኢትዮጵያ

EVA AIR

LOT POLISH AIRLINES

Lufthansa

Scandinavian Airlines

Shenzhen Airlines

SINGAPORE AIRLINES

SOUTH AFRICAN AIRWAYS

SWISS

TAP PORTUGAL

THAI

TURKISH AIRLINES

UNITED



HOSPITALITY & MEETING ROOMS

Page 33

*P*lan Ancillary Events Early for Best Results!

Meetings

Meeting Rooms will not be available at the Metro Toronto Convention Centre 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, 31 May, 2015
Opening Reception
17:45–19:15
- Monday -Wednesday, 1 – 3 June, 2015
07:00–18:00
- Thursday, 4 June, 2015
07:00–22:00
- Friday, 5 June, 2015
08:00 –12:30



HOSPITALITY & MEETING ROOMS continued

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Exhibitor Testimonial

"ISMRM is a great showcase for FEKO and the services we provide to the MRI and healthcare industry. It's an excellent networking opportunity with existing customers and prospective clients.

The exhibition is extremely well organized."

— EM Solutions



Attract Booth Traffic with Catering

All requests must be made in writing or submitted on the Function Space request form found in the Exhibitor Service Kit made available on 6 February 2015. 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 2015 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 Metro Toronto Convention Centre must absolutely be reported to the ISMRM Director of Meetings, Sandra@ismrm.org.

Food and Beverage Service

The ISMRM will make arrangements for daily coffee and cafeteria services inside the exhibition hall if space should allow. 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 Metro Toronto Convention Centre as catering services are exclusive to the MTCC. 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.



CORPORATE MEMBERSHIP

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

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

FOR GROWTH & SUCCESS

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



SEE PAGE 11 FOR A LIST OF CURRENT
ISMRM CORPORATE MEMBERS



TORONTO



IMAGINE ANYTHING. EXPERIENCE IT IN TORONTO!

Ranked as a top international travel destination by Travel+Leisure Magazine and as one of 2013's five "Best Places to Go" by Condé Nast Traveler magazine, Toronto is of the most dynamic, culturally diverse, vibrant and creative destinations in the world. We can't wait to welcome you.

An international city of warmth, openness, energy and style, Toronto is enriched by the vibrant fusion of traditions, passions and perspectives of the over 100 cultures and lifestyles that can be found here. An intimate metropolis featuring the best the world has to offer in dining, shopping, architecture, entertainment, sports and much, much more, being in Toronto feels a little like looking at a fabulous menu that's filled with so many incredible dishes that you want to taste each one.

Imagine...over 9,000 restaurants; one of the world's great shopping destinations with over 21,000 stores and services; the world's third largest centre for live theatre; new buildings transforming the cityscape as Toronto undergoes a boom in construction and architecture; miles of waterfront, and trails; distinct neighbourhoods and historic districts; inspiring surprises around every corner; fabulous regional attractions and breathtaking vistas including Niagara Falls, a renowned wine region, outstanding theatres, galleries and outdoor adventures. And that is only the beginning.

tourism
Toronto
Toronto Convention & Visitors Association

Come see for yourself and experience what the whole world is talking about. We look forward to hosting you 30 May – 5 June 2015.



TORONTO, ON CANADA

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Toronto — The Origin

In its official proclamation for National Aboriginal Heritage Day 2013, the City of Toronto acknowledged that the Aboriginal Peoples are the original inhabitants of the land now known as Toronto.

The name "Toronto" is of Aboriginal descent. By most official accounts, the meaning of Toronto has to do with the city's natural features – areas that fall under Parks, Forestry and Recreation. The word Toronto derived from an Iroquois term meaning 'where there are trees in water.' The Mohawks used the phrase to describe 'The Narrows', the fast-moving waters between present day lakes

Couchiching and Simcoe. The Hurons and other native groups drove stakes into the water to create fish weirs. Through vague understandings of Ontario's 17th-century geography, 'Toronto' gradually came to refer to a larger region that included the site of the present city. In the 1720s, "Toronto" became associated with a post by the mouth of the Humber River, the starting place for the "Carrying Place," the canoe and portage route from Lake Ontario to the waters that flowed into the upper Great Lakes.

People have lived in Toronto since shortly after the last ice age, although the urban



TORONTO, ON CANADA, continued

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Toronto — Learn more! Visit www.seetorontonow.com

community only dates to 1793 when British colonial officials founded the 'Town of York' on what then was the Upper Canadian frontier. That backwoods village grew to become the 'City of Toronto' in 1834, and through its subsequent evolution and expansion Toronto has emerged as one of the most livable and multicultural urban places in the world today.

Toronto is the capital of the province of Ontario, Canada. Located on the north-western shore of Lake Ontario, Toronto is the cultural, financial, economic and industrial Centre of Canada. "Toronto is the 5th-largest city in North America after Mexico City, Los Angeles, New York, and Chicago". The Greater Toronto Area grew by 5.1% between 2006 and 2011, setting its population at almost 5.6 million, according to Statistics Canada figures, an increase of more than 477,000 people. Toronto is

home to a highly multicultural population, a beautiful waterfront, great shopping centers, exciting cultural and community events, successful educational institutions and sports teams, and the world-renowned CN Tower – the world's largest human-made self-standing structure.

Diversity

Toronto, with a population of 2.79 million people (5.5 million in the GTA - Greater Toronto Area) is heralded as one of the most multicultural cities in the world and is ranked as the safest large metropolitan area in North America by Places Rated Almanac. Over 140 languages and dialects are spoken here, and just over 30 percent of Toronto residents speak a language other than English or French at home. To learn more about Toronto please visit the Tourism Toronto's website!



KEY INDUSTRY SECTORS

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Profile Toronto

From food services and financial services to ICT and green; from fashion and film to tourism and life sciences, Toronto's multi-sector strength drives growth, innovation and synergies.

Life Sciences

New and improved R&D centres help to retain and attract scientists from Canada and abroad as well as solidify the Toronto region's position as the centre of Canada's life sciences sector. Toronto's sector is comprised of pharmaceuticals; biotechnology; and medical research, devices, surgical supply and assistive technologies.

Toronto's Life Sciences sector ranked among the best in the world

- Canada is the second largest nation in the world for biotech with more than 583 companies
- The Toronto/Ontario biotech cluster is the largest in Canada with 163 companies.
- Nearly 50 global pharmaceutical and biotechnology companies have their Canadian headquarters in the Toronto region, including Amgen, AstraZeneca, GlaxoSmithKline, Roche and Teva

- Toronto is positioned in the middle of the newly formed Québec-Ontario Life Sciences Corridor - the second largest life sciences cluster in North America. The Corridor plays a major role in the advancement of life sciences discovery and its related commercialization.
- More than 11,000 principal researchers and technicians operate out of the University of Toronto, Faculty of Medicine, 37 research institutes and 9 teaching hospitals.
- With eight universities and colleges, nine teaching hospitals and numerous private sector research facilities, Toronto offers a wide range of research and business development opportunities.
- Annual public and private medical research investments exceed \$1 billion.

Toronto's Discovery District

Located in the heart of downtown Toronto, the Discovery District is Canada's largest concentration of research institutes, business incubators, and business support services. The Discovery District spans 2.5 square kilometers – or 1.6 square miles – making it the densest geographical centre for research in the world.

KEY INDUSTRY SECTORS

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World-Class Reputation for Medicine

The District is home to over 7 million square feet of facilities including the University of Toronto and affiliated teaching and research hospitals, over 30 medical and related research centres and a mix of biomedical companies. These researchers have a world-class reputation for medical and technological breakthroughs in areas such as breast cancer, cardiovascular disease, Alzheimer's, and cystic fibrosis research.

Completed infrastructure enhancements—In recent years many of Toronto's teaching hospitals and research institutes have built or renovated their facilities for R&D. Significant investments include:

- In November 2012, Sunnybrook Health Sciences Centre opened the doors to the 150,000-sq. ft. Centre for Research in Image-Guided Therapeutics (CeRIGT). The \$160-million lab provides space for more than 300 research and clinical teams that are working in partnership with 30 leading biotechnology and other organizations to bring new devices and treatments to patients across the globe.
- The Li Ka Shing Knowledge Institute of St. Michael's Hospital comprises the Keenan Research Centre and the Li Ka Shing International Healthcare Education Centre. The new facility, completed in 2011, houses classrooms, offices, laboratories, lounges, a library, simulation centre
- retail space, and a 200-seat auditorium.
- Sanofi Pasteur completed a \$100-million, 165,000-sq. ft. expansion of its R&D facilities at the company's Connaught Campus in 2011. In total, Sanofi Pasteur has invested over \$600 million in new manufacturing, research and distribution facilities since 2000.
- York University's \$70 million Life Sciences Centre was completed in 2011. This 160,000-sq. ft. building includes classrooms, laboratories and research space.
- Sunnybrook Hospital completed a \$200 million expansion project in 2010, creating Canada's largest and most comprehensive Breast Cancer Research Centre. The top floors of the reconfigured M Wing house research laboratories and core technology facilities for Sunnybrook Research Institute.
- The unique organization structure of the Terrence Donnelly Centre for Cellular and Biomolecular Research (Donnelly CCBR) facilitates the development of novel and exciting technologies in the areas of medicine, arts and science and applied science and engineering.

KEY INDUSTRY SECTORS

continued

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World-Class Reputation for Technology

- The Toronto Centre for Phenogenomics (TCP) is an 110,000 square foot, state-of-the-art research facility located in the heart of Toronto's Discovery district. It officially opened in 2007. TCP houses a range of imaging instruments, Canada's largest mouse colony and a cryobank, which together make it one of the top locations for studying mouse models of human disease.
- The Leslie Dan Faculty of Pharmacy building was completed in fall 2006. This 177,000-square foot facility houses classroom space for one of the largest pharmacy faculties in North America.
- The Centre for Addiction and Mental Health (CAMH) is constructing a \$250 million campus devoted to research and treatment of central nervous system disorders. The campus which comprises three new buildings was completed in 2012.
- The Hospital for Sick Children constructed a 21-storey research tower in the Discovery District. The \$400 million building was completed in 2013 will be the new home for the almost 2,000 scientists and staff in the hospital's Research Institute.
- The 1.6 million square foot Humber River Regional Hospital will be the first hospital in Canada was designed and constructed as a fully digital facility. Construction on the \$1.75 billion hospital was completed in 2012.

- MaRS Phase II, a \$350 million capital expansion, will add 900,000 square feet to this commercialization facility and more than double the size of the existing facilities. Focus will be on the convergence and commercialization of innovative technologies emerging from Toronto's Discovery District. Completion in 2013.

Major Ongoing Infrastructure Investments

Toronto Western Hospital is constructing a \$165 million Krembil Discovery Centre; a 9-storey, 325,000 sq. ft. facility with 5 storeys of dedicated research space.

Women's College Hospital is making a \$460 million investment to construct a new facility on their current site. The redeveloped hospital is targeting LEED certification and will replace all existing buildings and consolidate most hospital services into one location. Construction is underway with completion scheduled for 2016.

Pharmaceutical

- Toronto is home to 55% of Canada's pharmaceutical companies making the Toronto area the largest pharmaceutical cluster in the nation.
- Ontario generates \$8 billion in pharmaceutical revenue; Canadian pharma revenues total over \$15 billion annually.
- Of 17,000 pharmaceutical jobs in Canada, 11,000 are based in the Toronto area.

KEY INDUSTRY SECTORS

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The Hub for Medical Devices & Pharmaceuticals

- The industry re-invests over \$1.1 billion annually in R&D in Canada of which Ontario is the largest recipient, receiving more than \$500 million.
- Significant investors in academic research and in small and emerging biotech companies.

Medical Devices

The Toronto region is a hub for medical devices and pharmaceuticals and is home to many head office locations for firms in this industry. Sixteen of the top 25 global medical device companies operate in the Toronto region, including Baxter, Siemens, Johnson & Johnson, GE Healthcare and Medtronic.

Over half of Canada's (approximately) 1,100 medical device companies are located in the Toronto area.

- The Canadian medical device market size was over US\$5.4 billion in 2010 (Source: Mergent. North America: Medical Equipment Sectors. Fort Mill: Mergent, Inc. March 2011).
- The Canadian medical devices sector is 7th largest in the world. Ontario is largest medical devices producer in Canada - with annual sales over \$2 billion. Ontario producers export approximately 90% of products made.

- Largest device companies are subsidiaries of major international corporations. Majority of domestic companies are smaller providing high technology solutions with niche products i.e. medical imaging, patient monitoring systems and specialty diagnostic systems.

LSO – Life Sciences Ontario

- LSO - Life Sciences Ontario is "the voice of the life sciences sector in Ontario". More than 400 members and 45 corporate members represent the biotech and bio-pharma industries, business service providers, the research community and government. This not-for-profit organization is engaged in networking, communications, business development, education, training, international and government relations, and corporate advocacy.

Quebec-Ontario Life Sciences Corridor

- Life Sciences Ontario partnered with BiopolisQuébec in June 2011 to create the Québec-Ontario Life Sciences Corridor spanning both provinces and provides new opportunities for investments in life sciences supported by the lowest business environment costs among the G7 countries. In addition, Québec and Ontario represents one of the most favourable tax environments in the world for innovation partnerships and is a leading jurisdiction for life sciences patents.

KEY INDUSTRY SECTORS

continued

Where Science & Culture Meet

- With the establishment of the Québec-Ontario Life Sciences Cluster, the provinces of Québec and Ontario have become one of the largest bio-clusters in the world, making this corridor the second largest in North America in terms of number of life sciences companies and brings a critical mass of:

- More than 1,100 companies
- 66,000 qualified people
- 490 undergraduate and graduate programs in biological and biomedicine sciences
- Produces the majority of Canadian sales and exports in life sciences
- Access to the majority of Canadian venture capital

For more information on Toronto's growth sectors including Technology, Business and Professional Services, Design, Education Services, Fashion Apparel, Film & Television, Financial Services, Food and Beverage, Music and Green, please visit the City of Toronto, Doing Business, Key Industry Sectors, www.toronto.ca.

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Exhibitor Testimonial

"The ISMRM Technical Exhibition has always been very instrumental in meeting our existing and potential customers. We have always enjoyed the opportunity to listen and learn from visitors about their clinical needs, research goals and achievements. From these enlightening discussions our future products, solutions and services evolve in a close collaboration with our clientele.

The ISMRM office has always ensured outstanding services and conditions for this ground-breaking event."

— MRI.TOOLS GmbH



IMAGINE ANYTHING.



EXPERIENCE IT IN TORONTO!

IMPORTANT DATES & DEADLINES

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2014

- | | |
|-------------|---|
| 12 December | <ul style="list-style-type: none"> • Early bird Exhibit Rate Deadline! • Contract for Exhibit Space due with full payment |
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2015

- | | |
|---------------|---|
| 16 January | <ul style="list-style-type: none"> • Description of materials to be displayed at booth • Target this date to review & choose your marketing & support opportunities |
| 30 January | <ul style="list-style-type: none"> • Exhibit floor placement announcement • Exhibit space cancellation deadline |
| 6 February | <ul style="list-style-type: none"> • Online Exhibitor Service Kit made available to all paid exhibitors |
| 13 February | <ul style="list-style-type: none"> • Company profile for Guide to Exhibition is due • Floor Plans due (exceeding 9 sq. meters) • Reserve your space for Guide to Exhibition ad |
| 20 February | <ul style="list-style-type: none"> • All function space requests are due |
| 27 February | <ul style="list-style-type: none"> • Proof of commercial liability insurance is due • Art work for advertisement in the Guide to Technical & Poster Exhibition is due |
| 6 March | <ul style="list-style-type: none"> • Exhibitor Badge Registration forms due |
| 20 March | <ul style="list-style-type: none"> • Exhibitor Appointed Contractor (EAC) forms due to Freeman |
| 29 May | <ul style="list-style-type: none"> • Exhibitor move-in • Registration opens on-site at 14:00 |
| 30-31 May | <ul style="list-style-type: none"> • SMRT 24th Annual Meeting |
| 30 May-5 June | <ul style="list-style-type: none"> • ISMRM 23rd Annual Meeting & Exhibition |
| 31 May | <ul style="list-style-type: none"> • Opening Reception |
| 4 June | <ul style="list-style-type: none"> • Closing Party • Exhibitor Dismantle, 16:30–23:59 |
| 5 June | <ul style="list-style-type: none"> • Meeting Adjourned, 12:30 |

December 2014

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June 2015

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