



23<sup>rd</sup> Annual Meeting  
& Exhibition • 30 May–5 June 2015  
SMRT 24<sup>th</sup> Annual Meeting • 30–31 May

Toronto, Ontario, Canada   
[www.ismrm.org](http://www.ismrm.org) • [www.ismrm.org/smrt](http://www.ismrm.org/smrt)

## Dear Exhibitors,

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 49<sup>th</sup> parallel in Toronto in 2015!

Roberta A. Kravitz  
ISMRM Executive Director

Sandra Daudlin, CMP  
ISMRM Director of Meetings

Melisa Martinez  
ISMRM Meetings Coordinator