

MARKETING OPPORTUNITIES TO INCREASE EXHIBITORS' SALES

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Maximize Your Exposure

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

❑ Opening Reception

Maximize your exposure at one of ISMRM's best networking events. Support this reception exclusively and attendees will see your logo everywhere!—on drink tickets, cups, napkins, along with signage at the entrance and throughout the exhibition hall. Thousands of clinicians, scientists and technologists from all over the world are ready to network at our much-anticipated, kick-off Opening Reception. Be the host and the talk of the meeting!

❑ Closing Party

Encourage final connections at the world's premier meeting in the MR global community. Spotlight your company as a sole supporter of our Closing Party.

❑ Pens

Place your company's name in the hands and pockets of all our attendees! We hand out over 6000 pens every year. Support this popular item and enjoy take-home exposure!

❑ Advertisement in the *Guide to the Technical & Poster Exhibition*

Get the attention of 6000+ meeting attendees with your advertisement in our full-color Guide to the Technical & Poster Exhibition. Full-color, full page and half page spaces are available.

❑ E-Mail Stations

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

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

MORE OPPORTUNITIES TO INCREASE SALES THROUGH STRATEGIC MARKETING

Choose One or More Opportunities!

Refreshment Concessions

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

Speaker Ready Room

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

Electronic Digital Signage Advertisements

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

Banners in Approved Locations

Reinforce your company's brand in front of thousands of potential customers with your banner positioned in a strategic location at the convention center.

Program-at-a-Glance Booklets

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

Sponsor the ISMRM Mobile App!

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

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



EVEN MORE MARKETING OPPORTUNITIES!

Your Great Ideas are Welcome!

☐ Trainee Hangout

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

☐ Charging Stations

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

☐ Your Great Ideas!

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

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

Exhibitor Testimonial

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

— Liam Scannell,
Brain Products GmbH

