EXHIBITOR PROSPECTUS

2017

WATCH YOUR EXHIBIT SALES RISE
Exhibitors Benefits
PAGES 5-7

ATTRACT MORE DECISION-MAKERS
Marketing Opportunities
PAGES 14-16

PARTNER WITH US FOR SUCCESS
Ready-To-Sign Contract
PAGES 18-19
Exhibitors ... Partner with Us for **Success** in Hawai'i!

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

**Your target audience awaits!**

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

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

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

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

Roberta A. Kravitz  
ISMRM Executive Director  
Anne-Marie Kahrovic  
ISMRM Director of Meetings  
Melisa Martinez  
ISMRM Meetings Coordinator
THE ISMRM STAFF IS COMMITTED TO CREATING A SEAMLESS & COMFORTABLE EXHIBIT EXPERIENCE FOR YOU IN HAWAI'I

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

The International Society for Magnetic Resonance in Medicine is an international, interdisciplinary professional society united by a common interest in the science, technology and application of magnetic resonance in medicine and related fields. The ISMRM is comprised of over 9000 professionals—clinicians, physicists, engineers, biochemists and technologists from over 60 countries—all connected by mutual interests. The ISMRM Annual Meeting & Exhibition provides exceptional education opportunities as well as an outstanding forum for presentation of the latest research to the MR Community. These are your prospective clients and they are coming to Honolulu!

“ISMRM is a great event to meet existing customers and prospects from all over the world.”
— Kimmo Alho, President, IECO

Exhibitor Testimonial
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WE’LL HELP YOU FIND WHAT YOU'RE LOOKING FOR: CALL +1 510 841 1899 OR EMAIL INFO@ISMRM.ORG

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EXHIBITOR PROSPECTUS • ISMRM 25TH ANNUAL MEETING & EXHIBITION • 22-27 APRIL 2017 • HONOLULU, HI, USA

EXCEPTIONAL EXHIBITOR BENEFITS

Strategic Benefits = Maximum Exhibitor Value

Direct Access to Decision-Makers
Enjoy unlimited networking opportunities with a growing international assembly of the world’s largest community of MR scientists, clinicians and technologists—an engaged, receptive and qualified audience providing you with immediate and future prospects, leads and confirmed business.

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

Strategic Integrated Marketing Opportunities
The ISMRM offers integrated marketing programs designed to meet your goals and differentiate you from your competition. Whether you choose custom advertising packages, on-site literature displays, on-line marketing, participation in corporate membership programs or digital advertising—whatever your choice, you’ll get the most of your exhibition experience!

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

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

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

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

We Are Exhibitor Focused!

Pre-Show Marketing
The ISMRM will provide you with a pre-registration list of all attendees and allow for a one-time contact, four weeks prior to our Annual Meeting & Exhibition.

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

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

Yearly Updated Industry Demographics
You’ll receive updated and expanded industry demographics to assist you in making solid business decisions in this changing economy.

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

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

— Christoph Barmet, CEO and Co-Founder Skope

For assistance, please call +1 510 841 1899 or email info@ismrm.org
THE BEST IN EXHIBITOR BENEFITS

Exposure! Exposure! Exposure!
Our exhibition floor to include not only exhibitors but our traditional and electronic posters as well.

We continue to hold our opening reception in the exhibit hall while providing food and beverage concessions throughout the exhibition during open hours daily.

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

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

Exhibitor Testimonial

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

— LMT Medical Systems
## GLOBAL ATTENDANCE 2016

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

**Total Professional Attendees: 5158**

<table>
<thead>
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<th>Attendees</th>
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<tr>
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**Total Exhibitor Personnel**

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<tr>
<td>China</td>
<td>30</td>
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<td>Finland</td>
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<td>187</td>
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<td>Hungary</td>
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<td>United Kingdom</td>
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ISM RM MEETING DEMOGRA PHICS & ATTENDANCE HISTORY

Eight Year ISMRM Meeting Attendance Pattern

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Professional Attendees</th>
<th>Exhibitor Personnel</th>
<th># of Exhibiting Companies</th>
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<td>2006</td>
<td>Seattle, WA</td>
<td>4872</td>
<td>906</td>
<td>71</td>
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<tr>
<td>2007</td>
<td>Berlin, GE</td>
<td>5350</td>
<td>1043</td>
<td>71</td>
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<tr>
<td>2008</td>
<td>Toronto, CA</td>
<td>5324</td>
<td>1132</td>
<td>86</td>
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<tr>
<td>2009</td>
<td>Honolulu, HA</td>
<td>4958</td>
<td>630</td>
<td>56</td>
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<tr>
<td>2010</td>
<td>Stockholm, S</td>
<td>5901</td>
<td>863</td>
<td>63</td>
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<td>2011</td>
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<td>976</td>
<td>66</td>
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<td>2012</td>
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<td>2013</td>
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<td>726</td>
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<td>2014</td>
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<td>992</td>
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<td>2015</td>
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<tr>
<td>2016</td>
<td>Singapore</td>
<td>5158</td>
<td>705</td>
<td>75</td>
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ISMRM 24TH ANNUAL MEETING & EXHIBITION
2016 REGISTRATION DEMOGRAPHICS

ATTENDEE BREAKDOWN

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

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<th>SUBMITTED</th>
<th>NOT ACCEPTED</th>
<th>ACCEPTANCE RATE</th>
<th>SUMMA AWARDS</th>
<th>MAGNA AWARDS</th>
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<td>4554</td>
<td>1337</td>
<td>77%</td>
<td>162</td>
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<table>
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<tr>
<th>TOTAL PRESENTATIONS 4885</th>
<th>ORAL</th>
<th>POWER PITCHES</th>
<th>TRADITIONAL POSTERS</th>
<th>ELECTRONIC POSTERS</th>
<th>INVITED</th>
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<td>989</td>
<td>168</td>
<td>1483</td>
<td>1897</td>
<td>348</td>
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</tbody>
</table>

TOTAL STIPENDS AWARDED: 972

Educational, Clinical, New Entrant & Zavoisky Stipends
Allocated: US$375,000
THE ISMRM ANNUAL MEETING & EXHIBITION IS ON THE GROW!

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

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

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

Continuous growth in the Asia/Pacific Rim participation.

Global rotations continue to attract European attendees.

Our four-year global rotation is strategically validated.
EXHIBITOR PROSPECTUS • ISMRM 25TH ANNUAL MEETING & EXHIBITION • 22-27 APRIL 2017 • HONOLULU, HI, USA

EXHIBITOR PROSPECTUS • ISMRM 25TH ANNUAL MEETING & EXHIBITION • 22-27 APRIL 2017 • HONOLULU, HI, USA

EXHIBIT ALONGSIDE THE BEST COMPANIES IN THE MR INDUSTRY!

Thank You and Congratulations to our Anniversary Year Exhibitors!

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

ISMRM Corporate Members 2016

Gold Corporate Members:
GE Healthcare
Philips Healthcare
Siemens Healthcare GmbH

Silver Corporate Members:
Toshiba Medical Systems

Bronze Corporate Members:
Bracco
Bruker
Hitachi Medical Systems
UIH

Associate Corporate Members:
Nova Medical, Inc.
ZMT Zurich MedTech AG

For more information about the benefits of being a corporate member, contact Roberta A. Kravitz, Executive Director,
E: roberta@ismrm.org or T: +1 510 841 1899

For assistance, please call +1 510 841 1899 or email info@ismrm.org
MARKETING OPPORTUNITIES TO INCREASE EXHIBITORS' SALES

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!

- **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.

- **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.

- **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

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

---

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

— Liam Scannell, Brain Products GmbH
### HOW TO CONTRACT FOR TECHNICAL EXHIBIT SPACE

**Enjoy Competitive Pricing on Exhibit Space**

Contracts for exhibit space will not be processed without the following:

1. A sketch or plan of the exhibit space if space ordered exceeds ten square feet;
2. A description of all products or equipment to be displayed within the exhibit space (brochures are acceptable);
3. A certificate or proof of insurance verifying commercial liability coverage for this event with the ISMRM named as an additional insured, valid through the dates of the show; and
4. Payment: Full payment of the total rental cost to be submitted by Thursday, 17 November 2016. Only US funds will be accepted. No space will be assigned or finalized until all contractual conditions are met and full payment is received.

### TECHNICAL EXHIBIT SPACE RENTAL RATES

**PLEASE FAX CONTRACT TO: 510 841 2340 or EMAIL TO: melisa@ismrm.org**

<table>
<thead>
<tr>
<th>Exhibit-Space Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Rate*</td>
<td>US$38.25 per square foot</td>
</tr>
<tr>
<td>(if Paid by Thursday, 17 November 2016)</td>
<td></td>
</tr>
<tr>
<td>Publisher Rate**</td>
<td>US$29.25 per square foot</td>
</tr>
<tr>
<td>Corner Rate***</td>
<td>US$200.00 additional per corner</td>
</tr>
</tbody>
</table>

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

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

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

Don't delay; reserve your space today!
CONTRACT FOR EXHIBIT SPACE


<table>
<thead>
<tr>
<th>COMPANY</th>
<th>TELEPHONE</th>
<th>FAX</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADDRESS</td>
<td>TOLL-FREE TELEPHONE</td>
<td>EMAIL CONTACT ADDRESS</td>
</tr>
<tr>
<td>CITY</td>
<td>STATE/PROVINCE</td>
<td>ZIP/POSTAL CODE</td>
</tr>
</tbody>
</table>

2. Mailing Address: All printed ISMRM exhibit-related materials will be mailed to the Official Representative at this address.

<table>
<thead>
<tr>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADDRESS (No P.O. Box)</td>
</tr>
<tr>
<td>CITY</td>
</tr>
</tbody>
</table>

3. Representative Information: Official Representatives will receive all printed ISMRM exhibit-related materials (i.e. invoice) and emails.

(1) OFFICIAL REPRESENTATIVE | TITLE | TELEPHONE (if different from above) | E-MAIL ADDRESS |
(2) ADDITIONAL REPRESENTATIVE | TITLE | TELEPHONE (if different from above) | E-MAIL ADDRESS |

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

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

4. Booth Preferences:
Indicate preferred booth number(s):

1) |
2) |
3) |
We do not wish to be located near the following companies:

1) |
2) |
3) |

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

5. Organization Designation
All exhibitors submitting this application must check one box describing the organization’s focus:

Publisher | Healthcare System | Association (Non-Profit) |
Medical equipment | Clinical Trials | Pharmaceutical |
Diagnostic & Testing | Recruiter | Other |

*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: __________ ft. x __________ ft. x ☐ US$38.25 or ☐ US$29.25 = US$ ________
(A minimum order of 10 ft. x 10 ft. is required)

b) Island Exhibit: __________ ft. x __________ ft. x ☐ US$38.25 or ☐ US$29.25 = US$ ________
(A minimum order of 20 ft. x 20 ft. required. Four corners required)

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

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

Total Space Rental US$ ________

7. Support Opportunities-Stand Out In the Crowd: Corporate Member Level Packages:
If you are interested in Gold, Silver, Bronze or Associate Corporate Levels of ISMRM Membership, please check here and you will be contacted: ☐

8. Payment Information: Check, charge, or wire transfers accepted (please contact the ISMRM office for wire transfer instructions)

Check (in US$ only): Make checks payable to: International Society for Magnetic Resonance in Medicine or ISMRM

Payment: 100% payment (full payment due 17 November 2016) = US$ ________

Credit Card: Please charge fees to my ☐ Visa ☐ MasterCard ☐ AMEX

Card Number ____________________________ Expiration Date __/____/______ Three Digit Security Code __________

Cardholder Name ____________________________ Billing Street Address ____________________________

City ____________________________ State/Province ____________________________ Zip Code/Postal code ____________________________ Country ____________________________

Payment amount US$ ________ Signature ____________________________

9. Terms of Agreement: Exhibitor agrees to abide by the 2017 Exhibitor Rules and Regulations published in the Exhibitor Prospectus and on the ISMRM web site, which are made a part of this contract by reference and fully incorporated herein. Exhibitor agrees that this contract is subject to the terms and conditions of the 2017 lease agreement for exhibit space between the Hawai’i Convention Center and the ISMRM.

Please note that contracts received without full payment will not be processed until such time when full payment is received. This Contract will be considered complete only when the following are received by 17 November 2016 by the ISMRM:

a) Full Payment: ☐ Included here or ☐ Will be sent by 17 November 2016

b) Description of materials to be displayed: ☐ Included here or ☐ Will be sent by 17 November 2016

b) Company Profile for Guide to the Exhibition: ☐ Included here or ☐ Will be sent by 20 January 2017

c) Floor Plan (if booth exceeds 10 sq. feet): ☐ Included here or ☐ Will be sent by 27 January 2017

d) Proof of Insurance: ☐ Included here or ☐ Will be sent by 17 February 2017

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

SIGNATURE OF OFFICIAL REPRESENTATIVE ____________________________ DATE __________
Designate Your Exhibitor Representatives

The signer of the Contract for Exhibit Space, or the designee, shall be the Official Representative of the exhibiting company and shall have the authority to act on behalf of the company in all negotiations and to certify representatives. The Official Representative will receive all printed and electronic ISMRM Exhibition materials including the service kit, as well as badges and vouchers on-site. The Official Representative may designate an Additional Representative to coordinate responsibilities if the Official Representative is unavailable. Both Representatives will receive regular email updates from the ISMRM.

Your Company Profile is Publicized

Exhibitors are required to provide a 200-word company profile (send to melisa@ismrm.org) detailing their products and/or services to be published in the 2017 Guide to the Technical & Poster Exhibition distributed to all meeting attendees. Only one profile per booth is permitted without incurring additional costs.

The deadline for turning in your company profile is Friday, 20 January 2017. Please send your profile only by email to Melisa Martinez, Meetings Coordinator: melisa@ismrm.org. Forms and further information will be provided in the Exhibitor Services Kit to be released on Friday, 13 January 2017.

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

An Online Exhibitor Service Kit is Provided

The ISMRM Exhibitor Service Kit will be made available online on Friday, 13 January 2017, to exhibiting companies whose full payment has been received. The service kit contains a complete set of downloadable service forms.

Pre-Meeting Registration Reports

The ISMRM will provide you with a pre-registration list of all attendees four weeks prior to our Annual Meeting and will allow for a one-time contact.
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 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 be fully responsible for any such injury, loss or damage except as otherwise provided in the Lease Agreement between ISMRM and the Hawai‘i Convention Center, and the exhibitor shall protect, indemnify, hold harmless and defend ISMRM, its officers, directors, agents and employees, against all such claims, liabilities, losses, damages and expenses, including reasonable attorney fees and costs of litigation, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of ISMRM, its officers, directors, agents or employees.

Each exhibitor shall maintain, entirely at its expense, general public liability insurance against claims for bodily injury, death or property damage incident to, arising out of, or in any way connected with the exhibitor’s participation in the exhibition, to the limit of not less than one million dollars (US$1,000,000) for bodily injury, death or property damage in any one occurrence. Such insurance maintained by the exhibitor shall include coverage of the indemnifi-
cation obligations of the exhibitor under these rules and regulations and shall cover ISMRM as an additional named insured.

At the time the Contract is submitted, the exhibitor shall furnish to ISMRM a certificate evidencing the insurance required by these rules and regulations to be maintained by the exhibitor. That certificate, or the related policy, must provide, to the extent obtainable, that the policy may not be canceled without at least ten (10) days’ prior written notice by mail to ISMRM by the insurance company. Each exhibitor acknowledges that it is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor’s insurance company of any right of subrogation as to any claims against ISMRM, its officers, directors, agents, or employees.

In the event any part of the exhibit hall is destroyed or damaged so as to prevent ISMRM from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or whole of the exhibition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of ISMRM, then the exhibitor will be charged for the space during the period it was or could have been occupied by the exhibitor; and the exhibitor hereby waives any claim against ISMRM, its officers, directors, agents, or employees, for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against ISMRM being a refund of the rent paid for the period it was prevented from using the space.

Special Regulations

No part of any exhibit, or signs relating thereto, shall be posted, nailed or otherwise attached to columns, walls, floors or other parts of the building or its furniture in any way to deface same. Damage arising from failure to observe these rules shall be payable by the exhibitor. Operational equipment, audio-visual presentations and other sound and attention getting devices and effects may not create noise levels objectionable to neighboring exhibitors. Product and service demonstrations are to be straightforward and professional and must avoid the use of theatrical gimmicks. All activities of each exhibitor must be confined to the exhibitor’s allotted space. The exhibitor must, at his/her expense, maintain and keep their exhibit and the space for which they have contracted in clean and good order. Distribution of handout items such as plastic bags or token gifts
is permissible upon approval from the Executive Director of ISMRM. Requests to distribute handout items must be submitted in writing to the Executive Director and/or the Director of Meetings along with a sample, photograph or written description of each item. It is the responsibility of the exhibitor to seek prior approval for any handout items that may be considered questionable; without such prior approval, the exhibitor may be penalized priority points.

Exhibitors are allowed to photograph videotape or mechanically record their company’s booth for exhibitor personnel during regular floor access hours without the use of electrical lighting; this includes setup and dismantling hours. Media photographing, videotaping or mechanically recording on the exhibit floor is permitted only with prior permission. Permission requests for media coverage must be submitted in writing to the Executive Director and/or Director of Meetings at least thirty (30) days prior to move-in. All construction material must conform to local codes. Table drapes, textile or paper displays, back wall drapes and any decoration must be flame-proofed.

All exhibits and materials are subject to inspection by the local Fire Marshal.

**IMPORTANT:** Please review the complete Fire Regulations for Exhibitors located in the Exhibitor Service Kit. In some instances, ISMRM, the Hawai‘i Convention Center and the Fire Safety and Shelter Department (FSSD) MUST approve aspects of your booth in advance. Please contact Patti McDowell with Freeman, by email at patti.mcdowell@freemanco.com if you have any questions regarding required documentation. Violation of any of these rules by the exhibitor or its employees or agents shall, at the option of ISMRM, forfeit the exhibitor’s rights to occupy space, and such exhibitor shall forfeit to ISMRM all monies paid or due. Acceptance of Regulations If no contact is made with the ISMRM office about these rules and regulations, their acceptance is assumed and confirmed by their signature on the contract for exhibit space.

**Acceptance of Regulations**

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

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

Space Assignments
Announcement of exhibit space placements will be made on Friday, 13 January 2017. As in past years, the Society will be awarding priority placement points. Exhibitor preferences will be honored according to the exhibiting company’s earned priority points, which are determined by the date the contract is received, as well as payment status, booth size, corner requests, history with the ISMRM and corporate membership status; however, ISMRM reserves the right to allocate space on any other basis it deems appropriate. *Priority points will be awarded on the following criteria:*

**Date Points**
A maximum of 60 date points may be earned by returning the application and full payment on or before Thursday, 17 November 2016. Each day thereafter, two points per day will be subtracted until all date points have been exhausted.

**History Points**
Four seniority points are awarded for each consecutive year a company exhibits beginning with March 1994. If a company exhibited twice in 1994, they will receive an additional two points. Three points are awarded for each year exhibited non-consecutively from 1994 to 2016.

**Corporate Members**
ISMRM Corporate Members earn additional points by being Corporate Members. Current year Gold Corporate Members will receive five points, Silver Corporate Members will receive three points, Bronze Corporate Members two points and Associate Corporate Members one point. All Corporate Members are rotated on an annual basis to ensure fair placement on the exhibit floor within their corporate membership category.

Corporate Member booth placement also depends upon preferences, booth size and overall configuration of the final floor plan; however, ISMRM reserves the right to allocate space on any other basis it deems appropriate.
Booth Space Design Options

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

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

Preliminary Floor Plan

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

Our rules and regulations have been created to give each exhibitor the most effective use of rented space. Space dimensions shown on floor plans are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at the rear of the booth. ISMRM will provide aisle carpet only. Booth carpet is mandatory and is the responsibility of each exhibitor.
The floor plan is presented here in two sections for best viewing in this document. For a full picture of the floor, including all e-poster and traditional poster placement, please visit:

www.ismrm.org/17/exhibition/HCC_FloorPlan_Levels_combined.pdf
For assistance, please call +1 510 841 1899 or email info@ismrm.org

TRADITIONAL POSTER HALL
HAWAI’I CONVENTION & EXHIBITION CENTER

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

www.ismrm.org/17/exhibition/HCC_FloorPlan_Levels_combined.pdf
Booth Choices that Meet Your Exhibition Needs

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

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

**Island Booths**
An Island Booth is any space exposed to the aisles on all four sides. All island booths (regardless of size) should allow 20% visibility on all sides. Examples:
- 20 feet x 20 feet (6 meter x 6 meter) Island: Each side of the booth must have visibility for a minimum of 4 feet (1.22 meter)
- 40 feet x 30 feet (12 meter x 9 meter) Island: Each 30 foot (9 meter) side of the booth must have visibility for a minimum of 6 feet (1.83 meters).

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

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

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

While pre-registration is important in assisting us to serve you more effectively, the ISMRM staff look forward to the opportunity to once again connect with you face-to-face in Honolulu. Stop by the on-site registration counter with any questions or concerns, to pick up your badges or simply to say, Aloha!

Exhibitor Badges

Exhibitor badge ordering information will be available in the ISMRM Exhibitor Service Kit. Completed registrations for exhibitor badges are due to the ISMRM Meetings Department by Friday, 03 March 2017 (melisa@ismrm.org). Exhibitor badges will not be mailed and will only be available for on-site pick-up at the exhibitor counter beginning at 14:00 hours, Friday, 21 April 2017. Each ten (10) square foot booth will receive up to five (5) complimentary exhibitor badges. Required exhibitor personnel exceeding five (5) badges per ten (10) square feet are available for a fee of US$30.00 per badge. All Exhibitor Personnel will be responsible for picking up their own badge with photo identification. No other method will be employed. Exhibitors will not be allowed on the exhibition floor without an ISMRM Exhibitor Badge. Anyone not pre-registered by Friday, 03 March 2017 will not receive a badge and must register on-site beginning at 14:00 on Friday, 21 April 2017 at a cost of US$30.00 per badge.

Complimentary Meeting Registration

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

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

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

Complimentary exhibitor guest vouchers may be given to your valuable customers and/or guests to allow one-day access to the Technical Exhibition to visit your booth. Please distribute your guest vouchers to individuals who would not normally qualify for general registration. The number of guest passes issued to an exhibiting company will be one (1) pass per day, per ten (10) square feet of rented space, with a maximum of five (5) guest passes per day. Only the official representative may pick up all Exhibitor Guest Vouchers beginning at 14:00 hours, Friday, 21 April 2017, at the Exhibitor Counter for distribution. Detailed information on how to obtain these badges and vouchers will be included in the Exhibitor Service Kit.

Cancellation Policy

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

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

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

— Nova Medical, Inc.
## EXHIBITION SCHEDULE 2017

### ISMRM Exhibition Hall Hours of Operation

<table>
<thead>
<tr>
<th>Activity</th>
<th>Thursday 20 April</th>
<th>Friday 21 April</th>
<th>Saturday 22 April</th>
<th>Sunday 23 April</th>
<th>Monday 24 April</th>
<th>Tuesday 25 April</th>
<th>Wednesday 26 April</th>
<th>Thursday 27 April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installation of Exhibits</td>
<td>x</td>
<td>08:00–22:00</td>
<td>08:00–22:00</td>
<td>08:00–15:00</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>All exhibits must be fully operational</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Exhibitor Registration</td>
<td>x</td>
<td>14:00–20:00</td>
<td>06:30–18:00</td>
<td>07:00–18:30</td>
<td>06:30–18:30</td>
<td>06:30–18:00</td>
<td>06:30–18:00</td>
<td>06:30–18:00</td>
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<tr>
<td>Exhibition Days</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Poster Hours</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Move-Out/Dismantle</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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</tbody>
</table>

If materials have arrived but installation of any exhibit has not started by 14:00 hours Sunday, 23 April 2017, and no special arrangements have been made, the Executive Director of ISMRM may order the exhibition to be removed from the show floor and placed in storage, and the exhibitor will be billed for all costs incurred. Any exhibit space not set up by 14:00 hours on Sunday, 23 April 2017, for which no special arrangements have been made, may be resold or reassigned by the ISMRM without obligation on the part of ISMRM for any refund. No exceptions.

Dismantle of an exhibit prior to 16:30 hours on Thursday, 27 April 2017, is not permitted. Any company violating this regulation will forfeit priority points, which will affect floor space assignments for future meetings. All exhibitors will begin dismantle at 16:30 hours, Thursday, 27 April 2017. All display materials must be packed for carrier pick up not later than 22:00 hours, Thursday, 27 April 2017.
Contractor Services
ISMRFM will designate contractors, as named in the Exhibitor Service Kit, to provide buildup and dismantling services to exhibitors. Such contractors will provide all show services other than supervision. The exhibitor shall provide only the material and equipment that it owns and that is to be used in the exhibit space. All other items used in the booths are to be provided only by such contractors. The official freight contractor will have complete control of all dock and loading facilities. The freight contractor will receive all shipments and van loads, handle all freight, and provide all rigging, labor and equipment relating to freight handling. Internet, electrical, plumbing, and catering and telephone services, etc. can be ordered by using the forms in the Exhibitor Service Kit.

Exhibitor Service Kit
If an exhibitor wishes to use a labor contractor other than the official Labor Contractor, the exhibitor must submit the Exhibitor Appointed Contractor (EAC) Forms to the ISMRM by Friday, 03 March 2017. At the same time as this form is submitted, the exhibitor must also provide ISMRM with certificates of insurance for all agents or representatives who are performing services at the Hawai‘i Convention Center site other than the exhibitor’s employees. These agents or representatives, as well as all employees, must be identified by the official ISMRM badge prior to entering the exhibition hall. Please email EAC forms and certificates of insurance to Melisa Martinez at: melisa@ismrm.org.

Labor Rates and Services
Detailed information regarding work rules for all trades operating at the Hawai‘i Convention Center site will be provided in the Exhibitor Service Kit. Labor rates will be announced in the Service Kit; all rates will be listed in United States dollars. Rates subject to change; local and government taxes are not included.

FINAL LABOR RATES WILL BE PUBLISHED IN THE EXHIBITOR SERVICE KIT
QUALITY HOUSING IN HAWAI'I

Enjoy a Great Range of Housing Rates!

Many hotels offering a range of quality, rates and amenities have been reserved by the Society for the meeting in Honolulu. Convention Housing Management (CHM) has been appointed to coordinate all hotel reservations for ISMRM attendees and exhibitors. In order to receive the special convention rate, attendees and exhibitors must make their reservations through the official housing bureau, CHM.

More detailed information on the various hotels and the hotel reservation form will be made available online through the ISMRM registration website. *Do not contact the hotels directly in Honolulu as reservations are to be made only through CHM, the official housing bureau.* Official Society hotels will not honor direct requests for hotel rooms at the special convention rates.

Important Exhibitor Housing Note:

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

Housing Deadline: Monday, 21 March 2017:

For reservations, visit: https://chmcloud.com/site.html#/block/19d8e5d

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

— Biopac Systems, Inc.
BOOKING YOUR OWN CONFERENCE TRAVEL IS EASY AS ABC
WITH THE GLOBAL ONLINE BOOKING TOOL FROM STAR ALLIANCE CONVENTIONS PLUS

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

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

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

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

Meeting Rooms will not be available at the Hawai’i Convention Center during the ISMRM Annual Meeting for exhibitor functions. All requests for meetings and social functions must be made through the ISMRM office in order to avoid conflicts with the official ISMRM program. In general functions will not be permitted during the following days and hours:

• Sunday, 23 April 2017
  Opening Reception 18:30–20:00

• Monday – Wednesday, 24–26 April 2017
  07:00–18:00

• Thursday, 27 April 2017
  07:00–22:00

All requests must be made in writing or submitted on the Function Space request form found in the Exhibitor Service Kit made available on Friday, 13 January 2017. Requests will be processed and confirmed on a first come, first-served basis. If you wish to reserve a parlor or a suite in the hotel for a hospitality function, this is considered part of a sleeping room reservation and must be requested on the hotel booking form found in the 2017 Exhibitor Service Kit. All exhibitors will be required to inform ISMRM of all functions they are planning regardless of the location or arrangements. Failure to notify the ISMRM of ancillary events will result in the forfeit of priority points. Any shuttle service activities being planned on the grounds of the Hawai’i Convention Center must absolutely be reported to the ISMRM Director of Meetings.

Plan Ancillary Events Early for Best Results!
Food and Beverage Service

The ISMRM will make arrangements for concession services inside the exhibition hall if space allows. The ISMRM will permit exhibitors to have food service within their exhibits. **It is required that all food services within the exhibits be provided by the Hawai‘i Convention Center as catering services are exclusive to the Hawai‘i Convention Center.**

Catering order forms will be provided in the Exhibitor Service Kit. Exhibitors are encouraged to consider this option as an excellent additional approach to attracting booth traffic.
Meet our diverse, international MR community of over 9000 clinicians, physicists, engineers, biochemists and technologists from more than 70 countries around the world! This powerful society of MR professionals can become your captive audience through a Corporate Membership with ISMRM.

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

To learn more about growing your company through ISMRM Corporate Membership please visit www.ismrm.org, or contact Roberta A. Kravitz, ISMRM Executive Director Roberta@ismrm.org +1 510 841 1899
Ancient voyagers crossed thousands of miles of ocean to find landfall on lush Pacific islands — the islands now called Hawai‘i. Imagine their first breath-taking view of Oahu. The island offered all the resources the travelers needed. Voyagers continued to come, by canoe, by ocean liner and then by jet plane — always greeted with a warm welcome. Today, that warm greeting is called "aloha."

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

Honolulu's location in the Pacific also makes it a large business and trading hub, particularly between the East and the West. Other important aspects of the city's economy include military defense, research and development and manufacturing.

Among the companies based in Honolulu are Alexander & Baldwin, Bank of Hawai‘i, Central Pacific Bank, First Hawai‘ian Bank, Hawai‘i Medical Service Association, Hawai‘i Pacific Health, Hawai‘ian Electric Industries, Matson Navigation Company, and The Queen's Health Systems. Hawai‘ian Airlines, Island Air, and Aloha Air Cargo are headquartered in the city. First Hawai‘ian Bank is the largest and oldest bank in Hawai‘i. Their headquarters are at the First Hawai‘ian Center, the tallest building in the State of Hawai‘i.
Honolulu is the state capital and the most populous city of the U.S. state of Hawai‘i. It is the county seat of the City and County of Honolulu on the island of Oahu. Honolulu is the main gateway to Hawai‘i and the United States. The city is also a major hub for international business, military defense, as well as famously being host to a diverse variety of east-west and Pacific culture, cuisine and traditions.

Honolulu is the most remote city of its size in the world and is both the westernmost and the southernmost major U.S. city. It is a major financial center of the islands and of the Pacific Ocean. The population of the city of Honolulu was 337,256 as of the 2010 census, while the population of the consolidated city and county of Honolulu was 953,207.

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

A Cultural Paradise

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

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

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

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

**Honolulu — Drive Times from Waikiki**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honolulu International Airport</td>
<td>25 minutes</td>
</tr>
<tr>
<td>Downtown Honolulu</td>
<td>15 minutes</td>
</tr>
<tr>
<td>USS Arizona Memorial</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Hanauma Bay</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Sea Life Park</td>
<td>40 minutes</td>
</tr>
<tr>
<td>Waimea Valley</td>
<td>60 minutes</td>
</tr>
<tr>
<td>Polynesian Cultural Center</td>
<td>75 minutes</td>
</tr>
</tbody>
</table>

**Flower:** 'Ilima  
**Color:** Yellow  
**State Capitol & County Seat:** Honolulu  
**As of 2012 Visitor Arrivals:** 4,904,045  
**Population:** 909,863  
**Area:** 597 sq. miles (1,546 sq. kilometers)  
**Length:** 44 miles (71 kilometers)  
**Width:** 30 miles (48 kilometers)  
**Highest Point:** Mt. Ka'ala, 4,003 feet (1,220 meters)  
**Coastline:** 112 miles (180 kilometers)
## IMPORTANT DATES & DEADLINES

### 2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
</table>
| 17 November| • Early Bird Exhibit Rate Deadline!  
               • Exhibit Space due with full payment for full priority points  
               • Description of materials to be displayed at booth         |

### 2017

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

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