

# JOINT ANNUAL MEETING ISMIRM-ESMRMB 16–21 JUNE 2018



Paris expo Porte de Versailles  
Paris, France

## EXHIBITOR PROSPECTUS

— INTERNATIONAL SOCIETY FOR —  
**ISMIRM**  
MAGNETIC RESONANCE IN MEDICINE



**WATCH YOUR  
EXHIBIT SALES RISE**

Exhibitor Benefits **PAGES 5–7**

**ATTRACT MORE  
DECISION-MAKERS**

Exhibitor Marketing **PAGES 15–17**

**SIGN UP  
FOR SUCCESS**

Contract **PAGES 20–21**

## Exhibitors ... Partner with Us for **Success** in Paris!

Get set for the new and exciting offerings of the Joint Annual Meeting ISMRM-ESMRMB in Paris! **We expect over 6000 international MR professionals** — your prospective clients! — at the Paris expo Porte de Versailles. Our 2017 floor is designed to entice those attendees and drive business! (Choose your booth on pages 29.)

**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**. (Great ideas are on pages 15–17). We are at your service. Use this Prospectus to plan for success in Paris. Call +1 510 841 1899 or email [info@ismrm.org](mailto:info@ismrm.org). Let's get started!

You'll find the contract on pages 20–21.  
Here's to surpassing your business goals at the  
**JOINT ANNUAL MEETING ISMRM-ESMRMB 2018!**





## The ISMRM & ESMRMB staff will provide you with a seamless & comfortable exhibit experience!

— INTERNATIONAL SOCIETY FOR —  
**ISMRM**  
MAGNETIC RESONANCE IN MEDICINE

**ESMRMB**  
European Society for Magnetic Resonance in Medicine and Biology

**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*  
**Melissa Simcox**, *Education Coordinator*  
**Gerardo Mopera**, *Education Coordinator*  
**Mary Day**, *Office Manager*  
**Liz Tharpe**, *Office Coordinator*  
**Mariam Barzin**, *Director of Finance*  
**Kristina King**, *Accounting Coordinator & Registrar*  
**Sally Moran**, *Director of IT & Web*  
**John Celio**, *IT & Web Coordinator*  
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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 European Society for Magnetic Resonance in Medicine and Biology is a non-profit society which aims to support educational activities and research in the widest sense in the field defined by the society's name. The ESMRMB is open to physicians, engineers, scientists, and other individuals who are interested in the developments or the introduction of magnetic resonance techniques in the fields of medicine and biology.



We'll Help You Find  
 What You're Looking for:  
 Call +1 510 841 1899 or  
 Email [Info@ismrm.org](mailto:Info@ismrm.org)

## TABLE OF CONTENTS

|                                   |       |                                       |       |
|-----------------------------------|-------|---------------------------------------|-------|
| Welcome Letter .....              | 2     | Exhibition Rules & Regulations ...    | 23-25 |
| ISMARM & ESMRMB Staff .....       | 3     | Priority Points & Booth Assignments.. | 26    |
| Exhibitor Benefits .....          | 5-7   | Booth Space Design Options .....      | 27    |
| 2017 Country Counts .....         | 8     | Paris expo Porte de Versailles        |       |
| 2017 Attendance History .....     | 9     | Schematic .....                       | 28    |
| 2017 Demographics .....           | 9-11  | Booth Space & Floor Plan .....        | 29    |
| 2017 Exhibitors .....             | 12    | Booth Schematics .....                | 30    |
| 2017 Corporate Members .....      | 13    | Exhibitor Registration .....          | 31-32 |
| ISMARM Corporate Membership ..... | 14    | Exhibition Schedule 2018 .....        | 33    |
| 2018 Marketing Opportunities ...  | 15-17 | Contractors & Labor .....             | 34    |
| Contract Instructions .....       | 18    | Housing .....                         | 35    |
| Exhibit Space Pricing .....       | 19    | Hospitality Benefits.....             | 36-37 |
| Contract for Exhibit Space .....  | 20-21 | About Paris. ....                     | 38    |
| After the Contract is Signed..... | 22    | Airline Partnership .....             | 39    |
|                                   |       | Important Dates & Deadlines.....      | 40    |



## STRATEGIC EXHIBITOR BENEFITS FOR 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-ESMRMB 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: Lead Retrieval & Early-Bird Rates!

We continue to provide complimentary lead retrieval. As usual, you will receive preferential exhibitor service kit rates if you purchase by the early-bird date. By selecting your exhibition space in advance, you will expedite your company's website exposure. *Again, you will have the option to purchase your exhibition space at an early-bird rate.*





## MORE EXCEPTIONAL EXHIBITOR BENEFIT

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 the Joint Annual Meeting ISMRM-ESMRMB.

### ➔ 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.

### ➔ Yearly Updated Industry Demographics

You'll receive updated and expanded industry demographics to assist you in making solid business decisions in this changing economy.



*"The ISMRM exhibition provides an opportunity for ExtendMR LLC to meet its customers from around the world annually. It is an event that we have participated in for the last three years."*

*—Ernest Wong, ExtendMR LLC*



## EVEN MORE EXCEPTIONAL EXHIBITOR BENEFITS (WE STRIVE FOR THE BEST!)

### ➔ Exposure! Exposure! Exposure!

Our exhibition floor includes not only exhibitors' booths but traditional and electronic posters as well, ensuring that attendees will be close at hand.

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

### ➔ Complimentary Registrations

Our exhibitors receive one complimentary six-day meeting voucher and five exhibitor guest vouchers for each nine square metres.

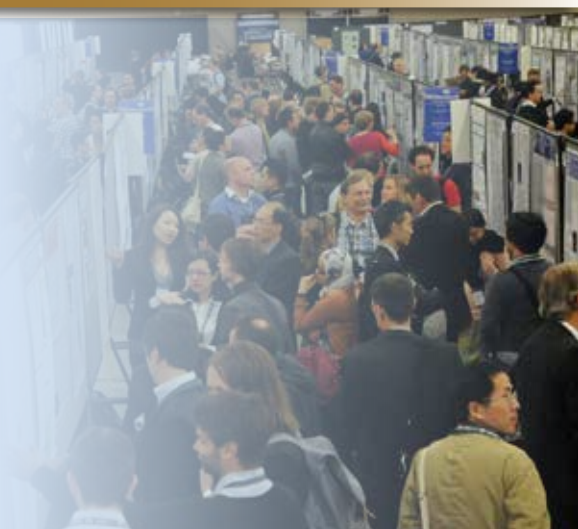
### ➔ Crowd-Drawing Floor Plan

Two Power Pitch theaters are now featured in the Exhibition Hall, designed to draw even bigger crowds to your booth!



*"The ISMRM conferences have always provided a fantastic setting to engage with existing and potential customers. The volume of business leads generated is always extremely high due to the exhibition being set up and structured to encourage delegates to visit and interact with the vendors. It is certainly the conference we look forward to every year."*

— Jon Gardner, Exprodo Software





## 2017 ATTENDANCE REVIEW BY COUNTRY

### ISMARM 25<sup>TH</sup> ANNUAL MEETING & EXHIBITION HONOLULU, HI, USA

#### Total Professional Attendees:

5623

|               |                  |                |               |                     |
|---------------|------------------|----------------|---------------|---------------------|
| Australia 145 | Cyprus 2         | Iran 3         | Peru 4        | Slovakia 2          |
| Austria 52    | Czech Republic 9 | Ireland 3      | Philippines 2 | Spain 13            |
| Belarus 1     | Denmark 46       | Israel 18      | Portugal 11   | Sweden 75           |
| Belgium 26    | Finland 19       | Italy 43       | Qatar 1       | Switzerland 153     |
| Brazil 12     | France 102       | Japan 316      | Romania 1     | Taiwan 79           |
| Canada 279    | Germany 417      | Mexico 3       | Russia 3      | The Netherlands 206 |
| Chile 11      | Guam 1           | New Zealand 29 | S. Africa 5   | Turkey 22           |
| China 476     | Hungary 5        | Norway 35      | S. Korea 238  | United Kingdom 366  |
| Colombia 1    | India 26         | Pakistan 1     | Singapore 33  | USA 2328            |

#### Total Exhibitor Personnel:

636

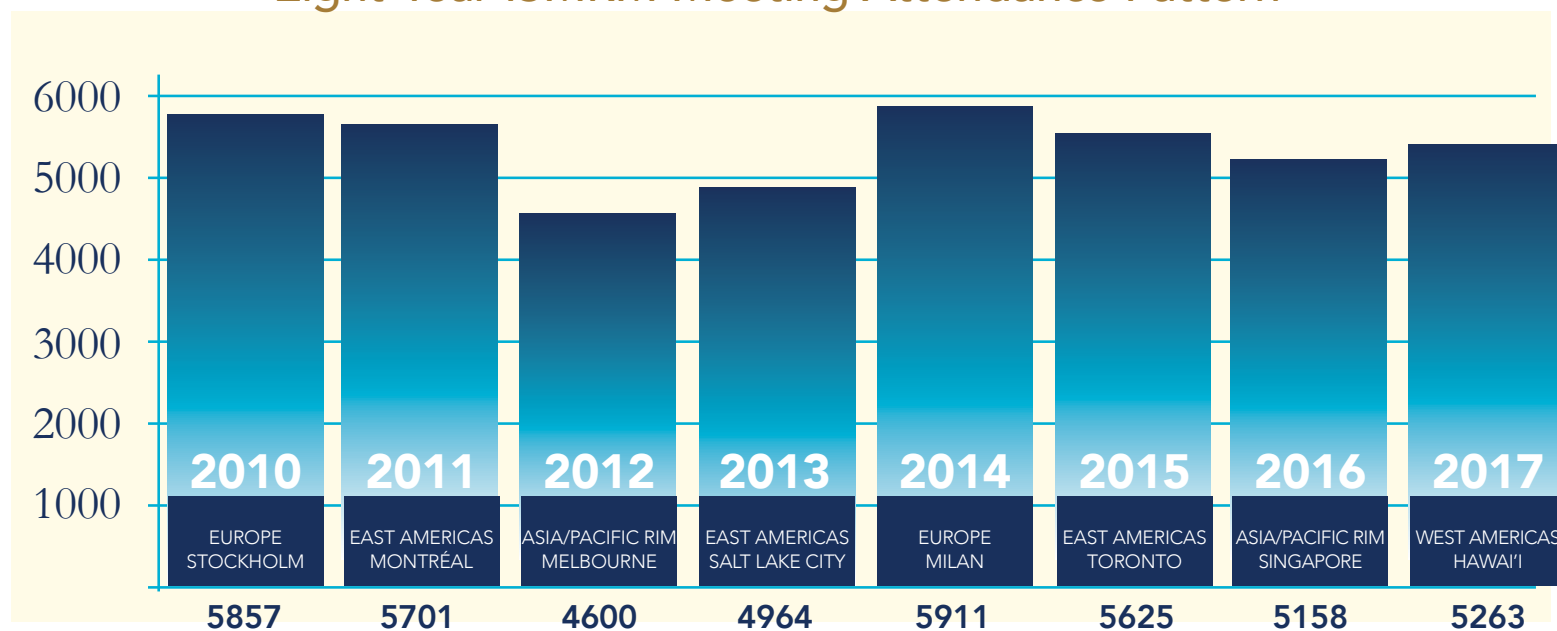
|             |                |                    |
|-------------|----------------|--------------------|
| Canada 33   | Hungary 3      | Taiwan 3           |
| Denmark 5   | Israel 2       | The Netherlands 63 |
| Finland 5   | Japan 41       | United Kingdom 27  |
| France 12   | Spain 3        | USA 289            |
| Germany 137 | Switzerland 13 |                    |





## ISMRM MEETING DEMOGRAPHICS & ATTENDANCE HISTORY

### Eight-Year ISMRM Meeting Attendance Pattern



### MARKET YOUR COMPANY AT THE LARGEST MEETING DEDICATED TO MR

|                           | 2007<br>Berlin,<br>Germany | 2008<br>Toronto,<br>Ontario,<br>Canada | 2009<br>Honolulu,<br>Hawai'i,<br>USA | 2010<br>Stockholm,<br>Sweden | 2011<br>Montréal,<br>Québec,<br>Canada | 2012<br>Melbourne,<br>Victoria,<br>Australia | 2013<br>Salt Lake City,<br>Utah,<br>USA | 2014<br>Milan,<br>Italy | 2015<br>Toronto,<br>Ontario,<br>Canada | 2016<br>Singapore,<br>Singapore | 2017<br>Honolulu,<br>Hawai'i,<br>USA |
|---------------------------|----------------------------|--|--------------------------------------|------------------------------|--|--|---|-------------------------|--|---------------------------------|--------------------------------------|
| Professional Attendees    | 5350                       | 5324                                   | 4958                                 | 5901                         | 5770                                   | 4646   | 5100                                    | 6078                    | 5621                                   | 5158                            | 5623                                 |
| Exhibitor Personnel       | 1043                       | 1132                                   | 630                                  | 863                          | 976                                    | 840  | 726                                     | 992                     | 1094                                   | 705                             | 636                                  |
| # of Exhibiting Companies | 71                         | 86                                     | 56                                   | 63                           | 66                                     | 60   | 69                                      | 71                      | 86                                     | 75                              | 76                                   |



## ISMARM 25<sup>TH</sup> ANNUAL MEETING & EXHIBITION 2017 REGISTRATION DEMOGRAPHICS

### ATTENDEE BREAKDOWN

| DEGREE     | TOTAL 2016 | TOTAL 2017 | VARIANCE |
|------------|------------|------------|----------|
| M.D.       | 820 (16%)  | 747 (13%)  | -9%      |
| M.D./PH.D. | 278 (5%)   | 304 (5%)   | 8%       |
| NONE       | 327 (6%)   | 244 (4%)   | -25%     |
| OTHER      | 1450 (28%) | 1712 (30%) | 15%      |
| PH.D.      | 2151 (42%) | 2451 (44%) | 9%       |
| R.T.       | 132 (3%)   | 165 (3%)   | 8%       |
| TOTAL      | 5158       | 5623       | 8%       |

### PROGRAM STATISTICS

| TOTAL<br>ABSTRACTS<br>6870              | ACCEPTED  | NOT<br>ACCEPTED  | ACCEPTANCE<br>RATE     | SUMMA<br>AWARDS       | MAGNA<br>AWARDS |
|---|---|------------------|------------------------|-----------------------|-----------------|
|   | 5665  | 1205             | 79%                    | 162                   | 299             |
| TOTAL<br>PRESENTATIONS<br>6077          | ORAL  | POWER<br>PITCHES | TRADITIONAL<br>POSTERS | ELECTRONIC<br>POSTERS | INVITED         |
|   | 880   | 331              | 1829                   | 2561                  | 476             |
| <b>TOTAL STIPENDS<br/>AWARDED: 1349</b> | Educational, Clinical, New Entrant & Zavoisky Stipends<br>Allocated: US\$422,060.00 |                  |                        |                       |                 |



## PLAN TO EXCEED YOUR SALES GOALS AT THE JOINT ANNUAL MEETING ISMRM-ESMRMB! READ WHY!

- 5% increase in Asia/Pacific Rim professional attendees over 2016 (1346/1147)



Continuous growth in the Asia/Pacific Rim participation

- 2% increase in Asia/Pacific Rim professional attendees PLUS exhibitor personnel over 2016 (1390/1361)



Global rotations continue to attract European attendees.

- 36% increase in USA professional attendees over 2016 (2328/1493)



Our four-year global rotation is strategically validated.

- 8% increase in professional attendees from 2016, largely from the Americas, which is significantly better than experienced in recent history in the Western Americas rotation.







## EXHIBIT ALONGSIDE THE BEST COMPANIES IN THE MR INDUSTRY!

*Thank You and Congratulations* to our Anniversary Year Exhibitors!

Alltech Medical Systems America, Inc.

Altair Engineering, Inc.

Bayer

BIOPAC Systems, Inc.

**Bracco (20+ Years)**

Brain Products

**Bruker BioSpin (20+ Years)**

CAi2R - Center for Advance  
Imaging Innovation and Research

Calimetrix

Cambridge Research Systems, Ltd.

Cedrus Corporation

Ceresensa Inc.

Circle Cardiovascular Imaging

Communication Power  
Corporation

**Compumedics Ltd. (15+ Years)**

Cortech Solutions, Inc.

CST-Computer Simulation  
Technology

Cubresa, Inc.

Current Designs, Inc.

**Doty Scientific (20+ Years)**

Electrical Geodesics, Inc.

EpiSonica Corporation

Exprodo Software Ltd.

Extend MR LLC

Flywheel

Fujidenolo Co.,Ltd.

**GE Healthcare (20+ Years)**

GMW Associates

Gold Standard Phantoms

Guerbet

HeartVista, Inc.

High Precision Devices, Inc.

**Hitachi Medical Systems (20+ Years)**

International Electric Co. Ltd.

KinetiCor

KOPP Development Inc.

MEDISO LTD

Mint Labs

Modus Medical Devices, Inc.

**MR Solutions Ltd. (15+ Years)**

MR:comp GmbH

MRC Systems GmbH

MRI.TOOLS GmbH

Nata Technologies

NeoCoil/NeoSoft, LLC

Neoptix Canada LP

NORAS MRI Products GmbH

NordicNeuroLab

**Nova Medical, Inc. (15+ Years)**

NUKEM Isotopes Imaging GmbH

ODU - USA

Olea Medical

Optoacoustics, Ltd.

**Philips Healthcare (20+ Years)**

Polarean, Inc.

Prodrive Technologies

Psychology Software Tools (PST)

PulseTeq, Ltd.

Pure Devices GmbH

**RAPID Biomedical GmbH (15+ Years)**

**Resonance Technology, Inc. (20+ Years)**

RS2D

**SA Instruments, Inc. (15+ Years)**

ScanMed

Shelley Medical Imaging Technologies

**Siemens Healthineers (20+ Years)**

Skope

Superconducting Systems, Inc.

**Tesla Engineering, Ltd. (15+ Years)**

The Phantom Laboratory

Thornhill Research

**Toshiba Medical (20+ Years)**

TraclInnovations

VPixx Technologies, Inc.

**Wiley (20+ Years)**

ZMT Zurich MedTech AG



## BOOST YOUR EXPOSURE & MAXIMIZE EXHIBITOR BENEFITS BY BECOMING AN ISMRM CORPORATE MEMBER!

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

### ISMRM CORPORATE MEMBERS 2017

#### **Gold Corporate Members:**

GE Healthcare  
Philips Healthcare  
Siemens Healthineers

#### **Silver Corporate Members:**

Canon Medical Systems Corporation

#### **Bronze Corporate Members:**

Bracco  
Bruker  
Hitachi Medical Systems  
United Imaging Healthcare

#### **Associate Corporate Members:**

Nova Medical, Inc.  
ZMT Zurich MedTech AG



# ISMRM CORPORATE MEMBERSHIP

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.

## FOR GROWTH & SUCCESS

To learn more about growing your company through  
ISMRM Corporate Membership,  
please visit [www.ismrm.org](http://www.ismrm.org), or contact  
Roberta A. Kravitz, ISMRM Executive Director  
[Roberta@ismrm.org](mailto:Roberta@ismrm.org)  
+1 510 841 1899







## 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, 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, kickoff 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.

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

#### ☐ 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.



## 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-ESMRMB Joint 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.

### ☐ 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...INCLUDING YOUR GREAT IDEAS!

### 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 ISMRM-ESMRMB Joint Annual Meeting! Charging stations are located in high-traffic areas.



### Your Great Ideas!

Tell us what support opportunities will maximize your company's success at the Joint Annual Meeting ISMRM-ESMRMB in Paris. We are at your service!

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



*"ISMRM is a prime event for IECO. It is a great opportunity to meet key people in MRI and understand the recent developments!"*  
— Kimmo Alho, International Electric (IECO)







## WHAT YOU NEED TO PROVIDE WITH YOUR CONTRACT

Please note: 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 metres;
- ☐ (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 Monday, 18 December 2017. Only US funds will be accepted. No space will be assigned or finalized until all contractual conditions are met and full payment is received.



Don't delay  
reserve your space today!

### Cancellation Policy

Cancellation of exhibit space must be made in writing on or before: Monday, 29 January 2018, for a full refund (minus a US\$200 administration fee) of monies paid. If space is canceled after Monday, 29 January 2018, there will be no refund, and ISMRM will retain as liquidated damages all monies paid.



EXHIBITOR PROSPECTUS  
JOINT ANNUAL MEETING ISMRM-ESMRMB  
PARIS EXPO PORTE DE VERSAILLES  
16-21 JUNE 2018  
PARIS, FRANCE  
JOIN US!

## ENJOY COMPETITIVE PRICING ON EXHIBIT SPACE IN PARIS!

Contract deadline for priority booth assignments is **Monday, 18 December 2017**.  
Any contract received after the early-bird date will be subject to a US\$200.00 late fee.

### TECHNICAL EXHIBIT SPACE RENTAL RATES

PLEASE FAX CONTRACT TO: 510 841 2340 or EMAIL TO: [melisa@ismrm.org](mailto:melisa@ismrm.org)

| Exhibit-Space Category | Cost  |
|------------------------|---|
| Standard Rate          | US\$450.00 per square metre<br><i>(If paid by Monday, 18 December 2017)</i>   |
| Publisher Rate         | US\$385.00 per square metre<br><i>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.</i> |
| Corner Rate            | US\$200.00 additional per corner<br><i>Minimal corner space is available and will be granted on a first-come, first-served basis if booth is paid in full by Monday, 18 December 2017.</i>  |



*"It is a great opportunity to have a joint meeting of ISMRM and ESMRMB. We look forward to meeting with experts in the beautiful city of Paris. The event offers an exciting atmosphere for discussions with new and existing customers."*

—Jochen Kurz, MRC Systems GmbH

FOR ISMRM USE ONLY:

DATE RECEIVED: \_\_\_\_\_ ID NO: \_\_\_\_\_

ORDER NO: \_\_\_\_\_ TOTAL POINTS: \_\_\_\_\_

## CONTRACT FOR EXHIBIT SPACE (page 1 of 2)

### JOINT ANNUAL MEETING ISMRM-ESMRMB

Technical Exhibition Dates: 16-21 June 2018

**PRIORITY PLACEMENT DEADLINE: 18 DECEMBER 2017**

#### 1. Exhibitor Publication Information: To be published in the 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: 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 2018 Exhibitor list serve:**

|                |       |                |       |
|----------------|-------|----------------|-------|
| E-MAIL ADDRESS | _____ | E-MAIL ADDRESS | _____ |
| 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            | <input type="checkbox"/> | Healthcare System | <input type="checkbox"/> | Association (Non-Profit) | <input type="checkbox"/> |
| Medical equipment    | <input type="checkbox"/> | Clinical Trials   | <input type="checkbox"/> | Pharmaceutical           | <input type="checkbox"/> |
| Diagnostic & Testing | <input type="checkbox"/> | Recruiter         | <input type="checkbox"/> | Other                    | <input type="checkbox"/> |



# CONTRACT FOR EXHIBIT SPACE (page 2 of 2)

JOINT ANNUAL MEETING ISMRM-ESMRMB • Technical Exhibition Dates: 16–21 June 2018

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

## 6. Booth Order:

**Standard rate = US\$450.00/sq. m. | Publisher rate\* = US\$385.00/sq. m.**

*\*To qualify for the publisher rate, the company's primary business must be publishing printed and/or electronic journals, books, and/or magazines.*

a) In-line Exhibit: \_\_\_\_\_ X \_\_\_\_\_ m. x ☐ US\$450.00 or ☐ US\$385.00 = US\$ \_\_\_\_\_  
(Minimum order of 3m x 3m is required)

b) Island Exhibit: \_\_\_\_\_ X \_\_\_\_\_ m. x ☐ US\$450.00 or ☐ US\$385.00 = US\$ \_\_\_\_\_  
(Minimum order of 6m x 6m 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 Monday, 18 December 2017, please apply a late fee of US\$200.00 = US\$ \_\_\_\_\_

e) European Union Member's VAT # \_\_\_\_\_ 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**

**At this time we can only process credit card payments for US\$10,000.00 or less.\***

**Payment: 100% payment** (full payment due by Monday, 18 December 2017) = 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 2018 Exhibitor Rules and Regulations published in the Exhibitor Prospectus and on the ISMRM website, 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 2018 lease agreement for exhibit space between the Paris expo Porte de Versailles and the ISMRM.

Cancellation of exhibit space must be made in writing on or before: Monday, 29 January 2018, for a full refund (minus a US\$200.00 administration fee) of monies paid. If space is canceled after Monday, 29 January 2018, there will be no refund, and ISMRM will retain as liquidated damages all monies paid.

**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 Monday, 18 December 2017 by the ISMRM:

- |  |                                     |    |  |
|--|-------------------------------------|----|--|
| a) <b>Full Payment:</b>                                | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 18 December 2017 |
| b) <b>Description of materials to be displayed:</b>    | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 18 December 2017 |
| c) <b>Company Profile for Guide to the Exhibition:</b> | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 12 February 2018 |
| d) <b>Floor Plan (if booth exceeds 9 sq. metres):</b>  | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 26 February 2018 |
| e) <b>Proof of Insurance:</b>                          | <input type="radio"/> Included here | or | <input type="radio"/> Will be sent by 05 March 2018    |

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

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

DATE \_\_\_\_\_



## WHAT TO EXPECT AFTER THE EXHIBITOR'S CONTRACT IS SIGNED

### 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 2018 Guide to the Technical & Poster Exhibition and 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 Monday, 12 February 2018.*

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 in February 2018.*

### PLEASE NOTE:

Listing in the 2018 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 in February 2018,* 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.



## EXHIBITION RULES & REGULATIONS Page 1 of 3

### 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 overall guard service will be provided by ISMRM for the exhibition period, but neither the guard service nor ISMRM will be responsible for loss of or damage to any property for any cause.

All space occupied by an exhibitor must be surrendered in the same condition as it was at the commencement of occupation.

ISMRM, its officers, directors, agents, and employees, shall not be liable for and are hereby released from any claims, liabilities, losses, damages, or expenses relating to or arising out of any injury to any exhibitor personnel or to any other person for any loss of or damage to any exhibitor property 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 Paris expo Porte de Versailles, 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.

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.

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

At the time the contract is submitted, the exhibitor shall furnish to ISMRM a certificate evidencing the insurance required by these rules and regulations to be maintained by the exhibitor. That certificate, or the related policy, must provide, to the extent obtainable, that the policy may not be canceled without at least ten (10) days' prior written notice by mail to ISMRM by the insurance company. Each





## EXHIBITION RULES & REGULATIONS

Page 2 of 3

### Please Read These Important Exhibition Regulations

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 that 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 that 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.

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.



## EXHIBITION RULES & REGULATIONS Page 3 of 3

### Please Read These Important Exhibition Regulations

#### 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 the 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 their 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 electronically 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 electronically 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 materials must conform to local codes. Table drapes, textile or paper displays, back wall drapes, and any decoration must be flame-proof. 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 Paris expo Porte de Versailles and the Fire Safety and Shelter Department **MUST** approve aspects of your booth in advance. Please contact Patti McDowell at Freeman by email at [patti.mcdowell@freemanco.com](mailto:patti.mcdowell@freemanco.com) if you have any questions regarding required documentation. Violation of any of these rules by the exhibitor or its employees or agents shall, at the option of ISMRM, forfeit the exhibitor's rights to occupy space, and such exhibitor shall forfeit to ISMRM all monies paid or due.

#### Acceptance of Regulations

If no contact is made with the ISMRM office about these rules and regulations, their acceptance is assumed and confirmed by the signature on the contract for exhibit space. All matters and questions not covered by these regulations are subject to the decision of ISMRM Executive Director Roberta A. Kravitz and/or Patti McDowell at Freeman.



## PRIORITY PLACEMENT, POINTS & BOOTH ASSIGNMENTS

### Maximum Priority Points

*Submit your Contract for Exhibit Space by Monday, 18 December 2017*, in order to receive the maximum priority points possible.

### Space Assignments

*Announcement of exhibit space placements will be made on Monday, 29 January 2018.* 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 Monday, 18 December 2017.* 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 2017.

### 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.





## 2018 BOOTH SPACE & DESIGN OPTIONS

### 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 Joint Annual Meeting ISMRM-ESMRMB will be held at the Paris expo Porte de Versailles, 16-21 June 2018. The Technical Exhibition, Poster Exhibition, and Electronic Poster Hall will be located on the fourth level of the Paris expo Porte de Versailles and combined as they were in Honolulu. 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.

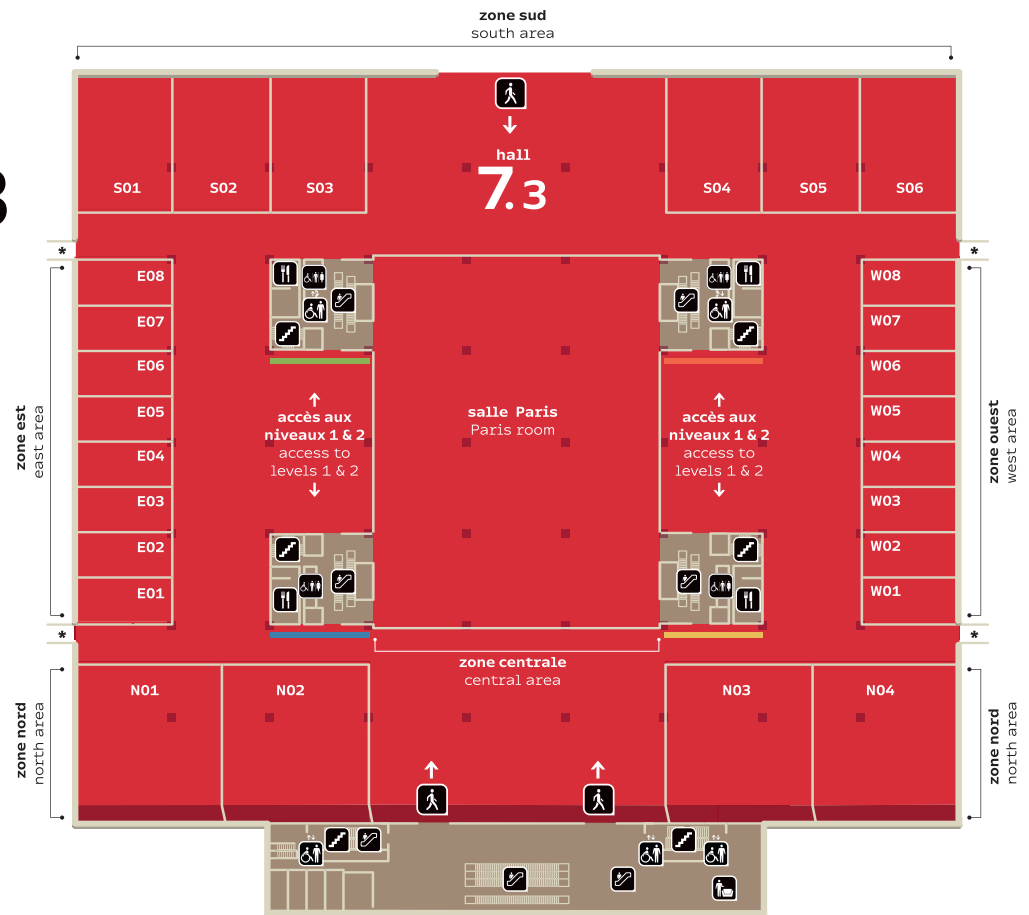
## JOINT ANNUAL MEETING ISMRM-ESMRMB • 16–21 JUNE 2018

Paris expo Porte de Versailles • Paris, France

## SCHEMATIC

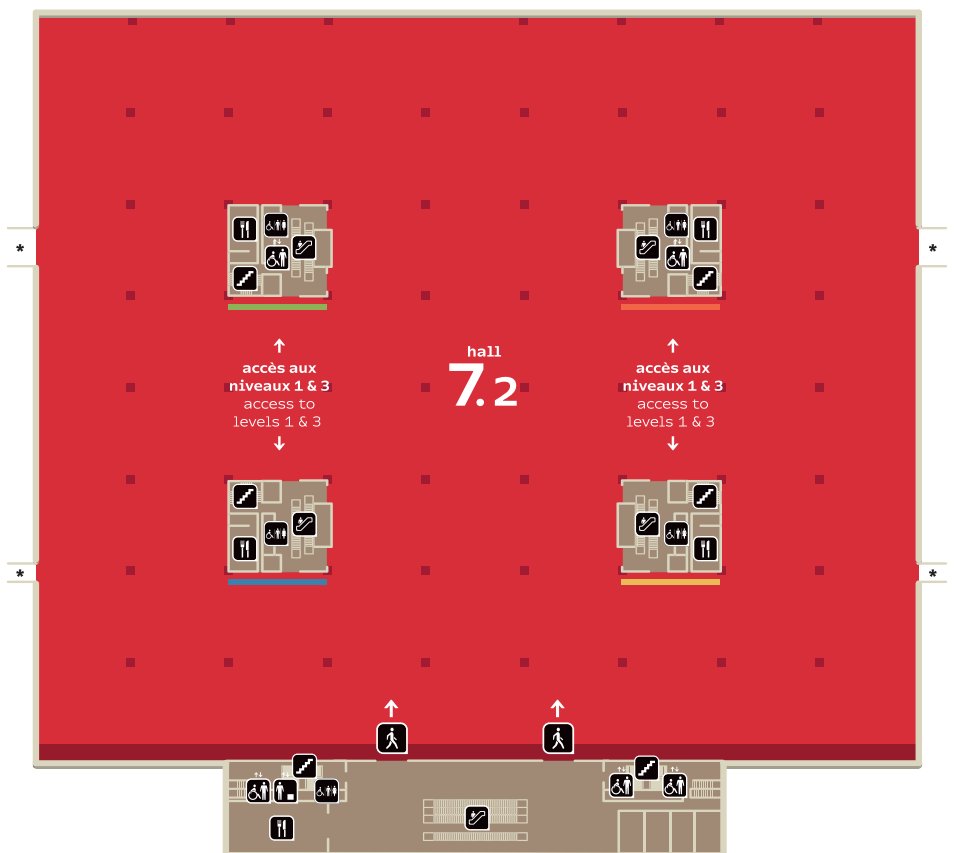
niveau  
level  
**7.3**

**Plenary Hall**  
**Session Rooms**  
**Registration**



niveau  
level  
**7.2**

**Exhibition Hall**  
**Power Pitch Theatres**  
**Resonarium**  
**Posters**





## TRADITIONAL POSTER HALL FLOOR PLAN Paris expo Porte de Versailles Paris France

Our floor plan is designed for  
maximum lead generation!

View the Joint Annual Meeting ISMRM-  
ESMRMB 2018 floor plan to see your  
placement options and a real-time report of  
confirmed exhibitors.

**Visit:**

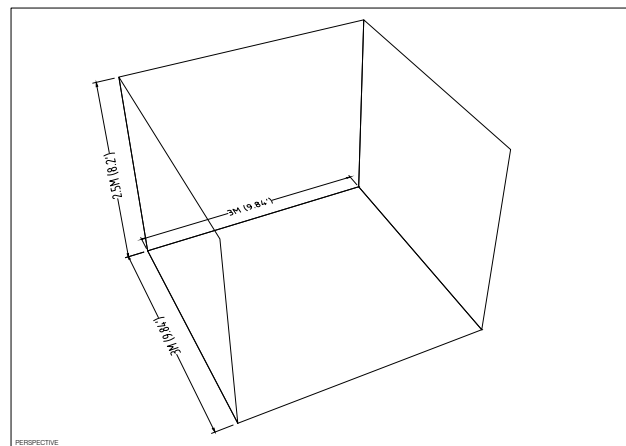
[https://www.ismrm.org/18/exhibition\\_files/exhibition\\_floor\\_plan.pdf](https://www.ismrm.org/18/exhibition_files/exhibition_floor_plan.pdf)



## BOOTH OPTIONS THAT MEET YOUR EXHIBITION NEEDS

### In-Line Booths

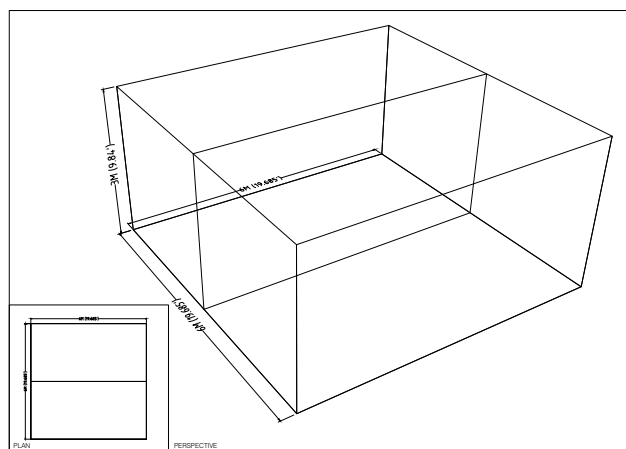
An In-line Booth is one or more standard booth units in a straight line and is enclosed on three sides with the opening to the aisle. Booths at the ends of each aisle (corner booths) will be open on two sides. The standard booth size is 3 metres x 3 metres (10' x 10'). The maximum height for all booth contents is 2.5 metres (8'). Each booth will be built using a hard wall system comprised of aluminum metal structure with white PVC insert panels.



In-Line Booth

### Peninsula Booths

Peninsula Booths are 6 metres x 3 metres (20' x 10') 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 3 metres (10'). All components of the booth must be placed below this height. Any booth above 2.5 metres (8') in height must be finished on the back up to 3 metres (10'). No structure is provided for peninsula booths, and exhibitors must provide their own back walls.



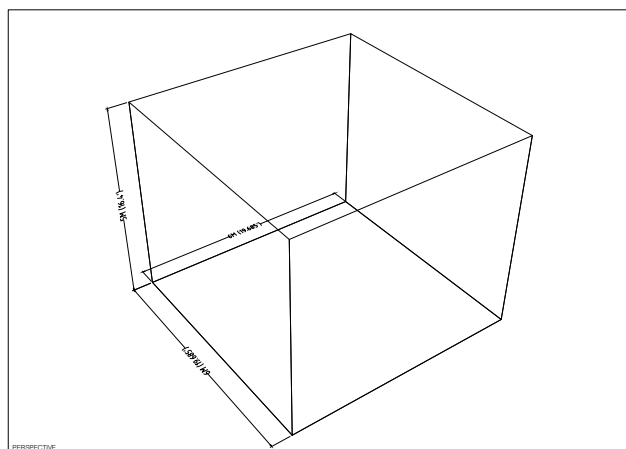
Peninsula Booth

### 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:

- 6 metre x 6 metre (20' x 20') Island: each side of the booth must have visibility for a minimum of 1.22 metres (4').
- 9 metre x 12 metre (30' x 40') Island: each 9-metre (30') side of the booth must have visibility for a minimum of 1.83 metres (6').

Each 12-metre (40') side of the booth must have visibility for a minimum of 2.44 metres (8'). 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 5 metres (16') based on written approval from an ISMRM representative or Patti McDowell/Freeman.



Island Booth

Note:

- Any booth larger than 6 metres x 3 metres (10' x 20') in size must provide detailed, scaled drawings with dimensions.
- All exhibitors must provide suitable floor covering for their entire exhibit space.





## EXHIBITOR REGISTRATION

Page 1 of 2

### Important Information for Exhibition Registration

While pre-registration is important in enabling us to serve you more effectively, the ISMRM staff look forward to the opportunity to once again connect with you face-to-face in Paris. 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 ordering information will be available in the ISMRM Exhibitor Service Kit. **Completed registrations for exhibitor badges are due to the ISMRM Meetings Department ([melisa@ismrm.org](mailto:melisa@ismrm.org)) by Monday, 02 April 2018. 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, 15 June 2018.** Each 9-square meter booth will receive up to five (5) complimentary exhibitor badges. Required exhibitor personnel badges exceeding the original five (5) badges per 9 square metres are available for a fee of US\$50.00 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.

#### Complimentary Meeting Registration

Exhibiting companies will receive one (1) complimentary registration, 7-Day meeting badge, for each 9 square metres 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](mailto:melisa@ismrm.org)) no later than by Monday, 02 April 2018, 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 Joint Annual Meeting ISMRM-ESMRMB badge starting at 14:00 hours, Friday, 15 June 2018.***



## EXHIBITOR REGISTRATION

Page 2 of 2

### Exhibitor Guest Vouchers

Complimentary exhibitor guest vouchers may be given to your valuable customers and/or guests to allow one-day access to the Technical Exhibition to visit your booth. Please distribute your guest vouchers to individuals who would not normally qualify for general registration.

The number of guest passes issued to an exhibiting company will be one (1) pass per day per 9 square metres 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, 15 June 2018, at the Exhibitor Counter for distribution. Detailed information on how to obtain these badges and vouchers will be included in the Exhibitor Service Kit.



### Exhibitor Testimonial

*"Mint Labs always has an amazing time at ISMRM, especially in Hawaii last year! This is one of our key exposure events to share improvements and new features. Each year has brought us invaluable connections with experts and key opinion leaders in the industry in addition to hundreds of leads. We would like to thank the ISMRM team for their exceptional organization. We look forward to another exciting and fruitful year in Paris 2018!"*

*-Paulo Rodrigues, QMENTA (Mint Labs)*



## OUR EXHIBITION IS DESIGNED FOR MAXIMUM LEAD GENERATION

### ISMRM Exhibition Hall Schedule

| Activity  | Thursday<br>14 June | Friday,<br>15 June | Saturday,<br>16 June | Sunday<br>17 June  | Monday,<br>18 June | Tuesday,<br>19 June | Wednesday,<br>20 June | Thursday,<br>21 June                              | Friday,<br>22 June |
|---|---------------------|--------------------|----------------------|--|--------------------|---------------------|-----------------------|---|--------------------|
| Installation<br>of Exhibits                     | x                   | 08:00–22:00        | 08:00–22:00          | 08:00–15:00  | x                  | x                   | x                     | x   | x                  |
| All exhibits<br>must<br>be fully<br>operational | x                   | x                  | x                    | If materials have arrived but installation of any exhibit has not started by 14:00 hours Sunday, 17 June 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, 17 June unless 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. |                    |                     |                       |   | x                  |
| Exhibitor<br>Registra-<br>tion                  | x                   | 14:00–20:00        | 06:30–18:00          | 07:00–18:30  | 06:30–18:30        | 06:30–18:00         | 06:30–18:00           | 06:30–18:00                                       | x                  |
| Exhibition<br>Days                              | x                   | x                  | x                    | 18:30–20:00<br>Opening<br>Reception  | 10:00–17:00        | 10:00–17:00         | 10:00–17:00           | 10:00–16:30                                       | x                  |
| Poster<br>Hours                                 | x                   | x                  | x                    | Poster<br>Installation:<br>07:00–14:00   | 07:00–20:30        | 07:00–20:30         | 07:00–20:30           | 07:00–16:30<br>Poster<br>Dismantle<br>16:30–18:00 | x                  |
| Move-Out/<br>Dismantle                          | x                   | x                  | x                    | x  | x                  | x                   | x                     | 16:30–<br>22:00*                                  | 07:00–<br>12:00**  |

\* Dismantle of an exhibit prior to 16:30 hours on Thursday, 21 June 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, 21 June.

\*\*All display materials be picked up by carrier by noon, Friday, 22 June.



## CONTRACTORS & LABOR RATES

### Contractor Services

ISMRM will designate contractors, as named in the Exhibitor Service Kit, to provide assembly 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 Monday, 02 April 2018. 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 Paris expo Porte de Versailles site other than the exhibitor's employees. These agents or representatives, as well as all employees, must be identified by the official ISMRM wrist band prior to entering the exhibition hall. Please email EAC forms and certificates of insurance to Melisa Martinez at [melisa@ismrm.org](mailto:melisa@ismrm.org).

### Labor Rates and Services

Detailed information regarding work rules for all trades operating at the Paris expo Porte de Versailles site will be provided in the Exhibitor Service Kit. Labor rates will be stated in the Service Kit; all rates will be listed in Euros. Rates subject to change; local and government taxes are not included.





## ENJOY QUALITY HOUSING IN PARIS, FRANCE

We Are Pleased to Provide a Great Range of Housing Rates!



**HOUSING DEADLINE:**  
**MONDAY, 12 MARCH**  
**2018**  
**FOR RESERVATIONS,**  
**VISIT:**

[https://chmcloud.com/  
site.html#/block/278c71f](https://chmcloud.com/site.html#/block/278c71f)

Many hotels offering a range of quality, rates and amenities have been reserved by the Society for the meeting in Paris. 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 Paris 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.



## HOSPITALITY & MEETING ROOMS

Page 1 of 2

### Plan Ancillary Events Early for Best Results!

#### Meetings

Meeting Rooms will not be available at the Paris expo Porte de Versailles during the ISMRM-ESMRMB Joint 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-ESMRMB program. In general, functions will not be permitted during the following days and hours:

- Sunday, 17 June 2018, 17:00–20:00
- Monday–Wednesday,  
18–20 June 2018, 07:00–18:15
- Thursday, 21 June 2018, 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 in February 2018.* 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 2018 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 Paris expo Porte de Versailles must absolutely be reported to the ISMRM Director of Meetings.



## HOSPITALITY & MEETING ROOMS Page 2 of 2

### Attract Booth Traffic with Catering

#### Food and Beverage Service

The ISMRM will make arrangements for daily coffee and cafeteria 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 Paris expo Porte de Versailles as catering services are exclusive to the Paris expo Porte de Versailles. 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.







## SURPASS YOUR SALES GOALS AT EUROPE'S LARGEST EXHIBIT VENUE!

### PARIS EXPO PORTE DE VERSAILLES

Boasting an impressive 35 hectares and hosting 200 events each year, the Paris expo Porte de Versailles is Europe's largest exhibition venue. Originally built in 1923 to host the Foire de Paris (Paris Trade Fair), it is continually being enhanced and modernized. With rest and play areas, green spaces and views of the Eiffel Tower, the center and surrounding park are visited by over six million people a year.

Average High and Low  
Temperatures in June:  
22° (72° F) to 13° (56° F)







## BOOK YOUR TRAVEL WITH OUR AIRLINE PARTNERS & \$AVE!

We are pleased to announce availability for special discounts on airfares  
for the Joint Annual Meeting ISMRM-ESMRMB 2018.



[www.delta.com](http://www.delta.com)

**Use Meeting Event Code: NMQRQ**

Delta Meeting Network  
1 800 328 1111  
Monday–Friday: 07:30–19:30

Please note the following:

- Not all fares are eligible for a discount
- Discounts apply to round trip travel only
- Not valid with other discounts, certificates, coupons or promotional offers
- Fare rules will determine eligibility



[www.united.com/meetingtravel](http://www.united.com/meetingtravel)

**Use Meeting Event Code: ZYZ5417038**

United Meeting Reservation Desk  
1 800 426 1122  
Monday–Friday: 08:00–22:00  
Saturday–Sunday: 08:00–18:00

Please note the following:  
Restrictions may apply.

# JOINT ANNUAL MEETING ISMRM-ESMRMB

16–21 JUNE 2018

Paris expo Porte de Versailles • Paris, France

## EXHIBITORS' DATES & DEADLINES

### 2017

- |                    |   |
|--------------------|---|
| <b>18 December</b> | <ul style="list-style-type: none"> <li>• Early Bird Exhibit Rate Deadline!</li> <li>• Exhibit Space due with full payment for full priority points</li> </ul> |
|--------------------|---|

### 2018

- |                    |   |
|--------------------|---|
| <b>29 January</b>  | <ul style="list-style-type: none"> <li>• Exhibit floor placement announcement</li> <li>• Exhibit space cancellation deadline</li> </ul>   |
| <b>February</b>    | <ul style="list-style-type: none"> <li>• Online Exhibitor Service Kit made available to all exhibitors who have paid in full</li> </ul>   |
| <b>12 February</b> | <ul style="list-style-type: none"> <li>• Company profile for Guide to Exhibition is due</li> </ul>  |
| <b>26 February</b> | <ul style="list-style-type: none"> <li>• Floor Plans (exceeding 9 sq. metres) are due to Freeman</li> <li>• Reserve your space for advertisement in the Guide to Technical &amp; Poster Exhibition</li> </ul> |
| <b>05 March</b>    | <ul style="list-style-type: none"> <li>• All function space requests are due</li> <li>• Proof of commercial liability insurance is due</li> </ul>   |
| <b>12 March</b>    | <ul style="list-style-type: none"> <li>• Housing Deadline</li> </ul>  |
| <b>19 March</b>    | <ul style="list-style-type: none"> <li>• Artwork for advertisement in the Guide to Technical &amp; Poster Exhibition is due</li> </ul>  |
| <b>02 April</b>    | <ul style="list-style-type: none"> <li>• Exhibitor Badge Registration forms are due</li> <li>• Exhibitor Appointed Contractor (EAC) forms are due to Freeman</li> </ul>                                       |
| <b>04 April</b>    | <ul style="list-style-type: none"> <li>• Make sure you have booked your air travel through Delta or United (See page 39)</li> </ul>   |
| <b>15 June</b>     | <ul style="list-style-type: none"> <li>• Exhibitor move-in</li> <li>• Registration opens on-site at 14:00</li> </ul>  |
| <b>15–18 June</b>  | <ul style="list-style-type: none"> <li>• SMRT 27<sup>th</sup> Annual Meeting</li> </ul>   |
| <b>16–21 June</b>  | <ul style="list-style-type: none"> <li>• Joint Annual Meeting ISMRM–ESMRMB 2018</li> </ul>  |
| <b>17 June</b>     | <ul style="list-style-type: none"> <li>• Opening Reception</li> </ul>   |
| <b>21 June</b>     | <ul style="list-style-type: none"> <li>• Closing Party</li> <li>• Exhibitor Dismantle, 16:30–22:00</li> <li>• Meeting Adjourned, 18:45</li> </ul>   |
| <b>22 June</b>     | <ul style="list-style-type: none"> <li>• Exhibitor Dismantle, 07:00–12:00</li> </ul>  |

### December 2017

| Su | M  | T  | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
|    |    |    |    |    | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 |    |    |    |    |    |    |

### January 2018

| Su | M  | T  | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 |    |    |    |

### February 2018

| Su | M  | T  | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 |    |    |    |

### March 2018

| Su | M  | T  | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

### April 2018

| Su | M  | T  | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

### June 2018

| Su | M  | T  | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
|    |    |    |    |    | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 |    |    |    |    |    |    |