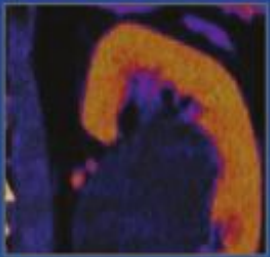
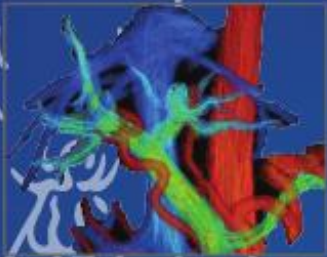
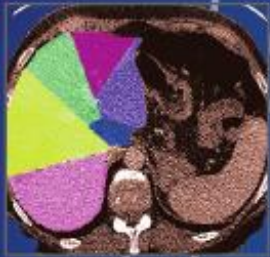
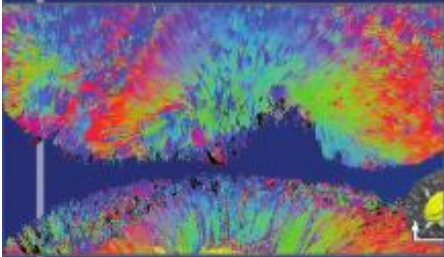


SCBT-MR  
SPONSOR/  
EXHIBITOR

39TH  
ANNUAL  
COURSE

PROSPECTUS



SEPTEMBER 17-21, 2016  
SALT LAKE CITY, UTAH

**SCBT-MR**  
Society of Computed Body Tomography & Magnetic Resonance

## Dear Industry Partner:

The SCBT/MR is proud of its rich history in producing premiere educational courses and scientific sessions. Strong corporate involvement helped make the 2015 38<sup>th</sup> Annual Course very successful and we are very grateful for your support. The SCBT-MR is pleased to provide multiple ways for your organization to be involved in the upcoming Annual Course. The variety of promotional opportunities allows for multiple ways to maximize your visibility and be part of a great and enduring tradition of educational excellence.

## Organizational Profile

SCBT-MR was formed in 1977 with a primary goal to educate practicing radiologists in the use of body CT and subsequently body MR. Membership in the Society is open to those physicians involved in the practice of radiology with an interest in the use of CT and MR.

SCBT-MR Fellows are engaged in the practice, teaching and research of body CT and/or MR and have contributed to the advancement of the field. They are nationally and internationally recognized leaders in the field; authors of multiple well respected, peer reviewed scientific publications on clinical or research aspects of body imaging and are faculty at teaching or research institutions. SCBT-MR Fellows are innovators and decision makers.

- **48% of SCBT-MR Fellows hold major leadership positions in their institutions, including department chairs, vice chairs and division heads**
- **Membership represents more than 331 practices and academic institutions**
- **Meeting attendance is 99% physicians**
- **Technology Focused society and program**
- **Focus on the transition of technology research to practice including thoracic, cardiac, msk, and abdomen**

## Organization Mission

The mission of the SCBT-MR is to advance health by promoting excellence and value in CT and MR practice through education and innovation.

## Why Exhibit/Sponsor

- Come be part of a cutting edge educational program
- Be visible to the key decision makers and leaders who specialize in CT and MR
- Showcase your company to over 300 radiologists specializing in CT and MR
- Support scientific research and young investigators in the field of body CT and MR

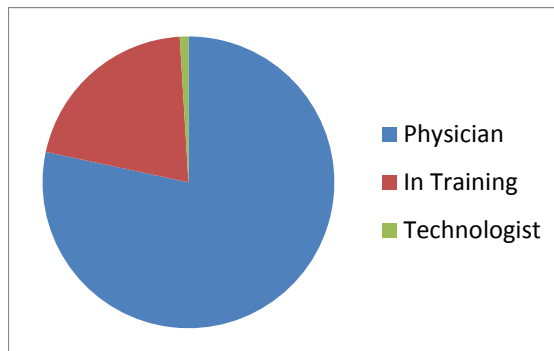
## For More Information Contact

SCBT-MR Headquarters  
1891 Preston White Drive  
Reston, VA 20191-4397  
Tel: (703) 476-1117  
Fax: (703) 716-4487

## Exhibits & Sponsorships

Pamela Plater, CMP, CEM  
Senior Meeting Manager  
SCBT-MR  
Tel: (703) 648-8967  
Email: [pplater@acr.org](mailto:pplater@acr.org)

SCBT-MR 2015 Meeting Registration



## A Word of Thanks

SCBT-MR would like to extend our appreciation to all of the companies that support the Society, its members and the profession.

### 2015 Corporate Sponsors

Bracco Diagnostics, Inc.  
Bayer Healthcare  
GE Healthcare  
Philips Healthcare

Siemens Medical Solutions USA  
Toshiba America Medical Systems

### 2015 Exhibitors

Bayer Healthcare  
Bracco Diagnostics Inc.  
Guerbet LLC  
Logan Canada  
Mint Medical GmbH

Nuance Communications  
Siemens Healthcare  
TeraRecon  
Toshiba America Medical Systems

## 2016 Annual Course Corporate Promotion & Exhibit Opportunities

### CORPORATE PROMOTION OPPORTUNITIES

#### **\$25,000 Platinum Plus – (Hurry, there are only 2 opportunities to be a platinum plus sponsor!)**

**Platinum Plus sponsors have the option of choosing one of the support items below or may contact the SCBT-MR to discuss other options.**

- Faculty Reception/Dinner (F&B included plus invitation for 2 company representatives)
- OR**
- Non CME Lunch Symposium to include video recording which will be archived on the society website (F&B/AV not included) *Attendance limited; call for details*

#### **Includes:**

- Signage at Event
- Pre Conference Membership List (One time use – Society will send email blast)
- Pre-registration list – one time use only for mailing addresses (As an alternative, Society will send email blast)
- Post-conference registration list – one time use only for mailing addresses (As an alternative, Society will send email blast)
- Invitation for 2 to participate in Corporate Relations Breakfast with SCBT-MR Leadership
- Invitation for 2 to attend the Scientific Research Reception
- Recognition and link on the SCBT-MR website
- 5 non CME registrations

#### **\$20,000 Platinum**

**Platinum sponsors have the option of choosing one of the support items below or may contact the SCBT-MR to discuss other options.**

- **\*\*Faculty Lunch for one day - includes invite for two representatives (F&B included, SCBT-MR menu choice)**
- OR**
- Non CME Lunch Symposium (F&B/AV not included) *Attendance limited call for details*

#### **Includes:**

- Signage at Event
- Pre Conference Membership List (One time use – Society will send email blast)
- Pre-registration list – one time use only for mailing addresses (As an alternative, Society will send email blast)
- Post-conference registration list – one time use only for mailing addresses (As an alternative, Society will send email blast)
- Invitation for 2 to participate in Corporate Relations Breakfast with SCBT-MR Leadership
- Invitation for 2 to attend the Scientific Research Reception
- Recognition and link on the SCBT-MR website
- 4 non CME registrations

#### **\$15,000 Gold**

**Gold sponsors have the option of choosing one of the support items below or may contact the SCBT-MR to discuss other options.**

- \*Focus Session (20 people) (no CME)
- Breakfast for Registrants for two days (F&B included, SCBT-MR menu choice)

**Includes:**

- Signage at Event
- Pre-registration list – one time use only for mailing addresses (As an alternative, Society will send email blast)
- Post-conference registration list – one time use only for mailing addresses (As an alternative, Society will send email blast)
- Invitation for 2 to participate in Corporate Relations Breakfast with SCBT-MR Leadership
- Invitation for 2 to attend the Scientific Research Reception
- Napkins with company logo only during breakfast for the days that breakfast is being sponsored
- Recognition and link on the SCBT-MR website
- 3 Non-CME registrations

**\$10,000 Silver**

**Silver sponsors have the option of choosing one of the support items below or may contact the SCBT-MR to discuss other options.**

- AM Coffee Break for Registrants for 4 days
- PM Coffee Break for Registrants for 4 days

**Includes:**

- Signage at Event
- Pre-registration list – one time use only for mailing addresses (As an alternative, Society will send email blast)
- Post-conference registration list – one time use only for mailing addresses (As an alternative, Society will send email blast)
- Invitation for 1 to participate in Corporate Relations Breakfast with SCBT-MR Leadership
- Invitation for 1 to attend the Scientific Research Reception
- Recognition and link on the SCBT-MR website
- 2 non CME registrations

**MARKETING ADVERTISING OPPORTUNITIES**

- Printed Marketing piece (provided by vendor) distributed to attendees at Registration \$1,000
- Banner Ad on Meeting App – Sole Vendor: \$3,000, Shared with maximum of 3@ \$1200 each
- Hotel Guestroom Keycards (Attendee hotel keycard with your company's name imprinted on it) \$4,000
- Guestroom Delivery at Hotel \$1,500. (Sponsoring company pays hotel directly \$5.00 for each guest room delivered to)
- Charging Station (*call for pricing*)

***\*Does not include any special room sets or AV equipment rental, electrical, internet and/or food/beverages, other additional costs that may be associated with these events.***

***\*\*Faculty Lunch is NOT a focus session. It is an informal setting for faculty to meet during lunch. Two sponsor representatives will be welcome to attend on an informal basis.***

**If there is something that your company would like to sponsor but it is not listed, please contact Pam Plater at [pplater@acr.org](mailto:pplater@acr.org) to discuss the details. We will work with you to create the opportunity that works best for your company.**

**EXHIBIT OPPORTUNITIES**

**Exhibit Rates: 8' x 10' booth - \$3,500**

**Exhibit Fee Includes:**

- ID Sign
- Listing for 11 months in the online exhibitor directory
- 6ft. Skirted table

- 2 Chairs
- 1 Wastebasket
- 2 Booth Personnel non CME registration
- Participation in the Exhibit Hall traffic activity during breakfasts, breaks, welcome reception and one lunch
- Pre-registration list – one time use only for mailing addresses (As an alternative, Society will send email blast)
- Post-conference registration list – one time use only for mailing addresses (As an alternative, Society will send email blast)

#### **EDUCATIONAL GRANTS**

SCBT-MR is seeking educational grants between \$5,000 and \$20,000. All educational grants must adhere to the ACCME Standards for Commercial Support and AMA Compliance guidelines, programs, or other policies. Potential opportunities will include:

- The Scientific Session
- Scientific Posters
- One Session of the General Session
- One Single topic Workshop