

ultracon 2024

Advancing Medical Ultrasound

Powered by

aium®

April 6–10, 2024 | Hilton Austin, Texas



# EXHIBITOR AND SPONSORSHIP PROSPECTUS



## AIUM UltraCon: Shaping the Future of Ultrasound

Unveiling the Next Horizon in Ultrasound Innovation. Welcome to AIUM UltraCon, a premier event dedicated to exploring the future of ultrasound technology and its transformative impact on the healthcare industry. Join us from April 6th to 10th in the vibrant city of Austin, TX, as we gather to shape the trajectory of ultrasound advancements.

### EVENT OVERVIEW

AIUM UltraCon is your gateway to the forefront of ultrasound innovation. Whether you're a technology provider, a healthcare professional, or a visionary in the industry, this event offers a dynamic platform to engage, collaborate, and learn about the cutting-edge trends shaping the future of ultrasound.

## WHY ATTEND AIUM ULTRACON?



### DISCOVER THE LATEST ADVANCEMENTS

Explore a curated showcase of the latest ultrasound technologies, products, and services that are revolutionizing the healthcare landscape. From AI-powered imaging to tele-ultrasound solutions, experience firsthand the innovations driving progress.



### UNPARALLELED NETWORKING OPPORTUNITIES

Connect with professionals, researchers, thought leaders, and decision-makers from around the globe. Engage in discussions that transcend boundaries and forge connections that will drive your business forward.



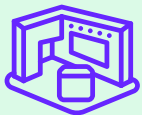
### EMPOWERING EDUCATION

Immerse yourself in a diverse range of sessions led by industry experts. Gain insights into the applications of ultrasound across various medical specialties, the role of AI in diagnostics, and emerging trends that will shape the future of patient care.



### INTERACTIVE WORKSHOPS

Participate in hands-on workshops designed to enhance your practical skills and equip you with the tools needed to navigate the evolving landscape of healthcare. Gain actionable insights that can be applied immediately to your practice.



### INNOVATIVE EXHIBITS

Experience an exhibition hall buzzing with energy, featuring leading companies at the forefront of ultrasound innovation. Witness live demonstrations of groundbreaking technologies and explore products that will drive your business growth.

### Event Details

**Date:** April 6–10, 2024

**Location:** Hilton, Austin, TX

**Registration:** Early bird pricing available.

[Register here](#)

**Be a Part of the Future**

AIUM UltraCon is where the future of ultrasound takes shape. Join us in Austin, TX, as we collectively define the trajectory of this transformative technology. Explore, learn, connect, and be at the forefront of innovation.

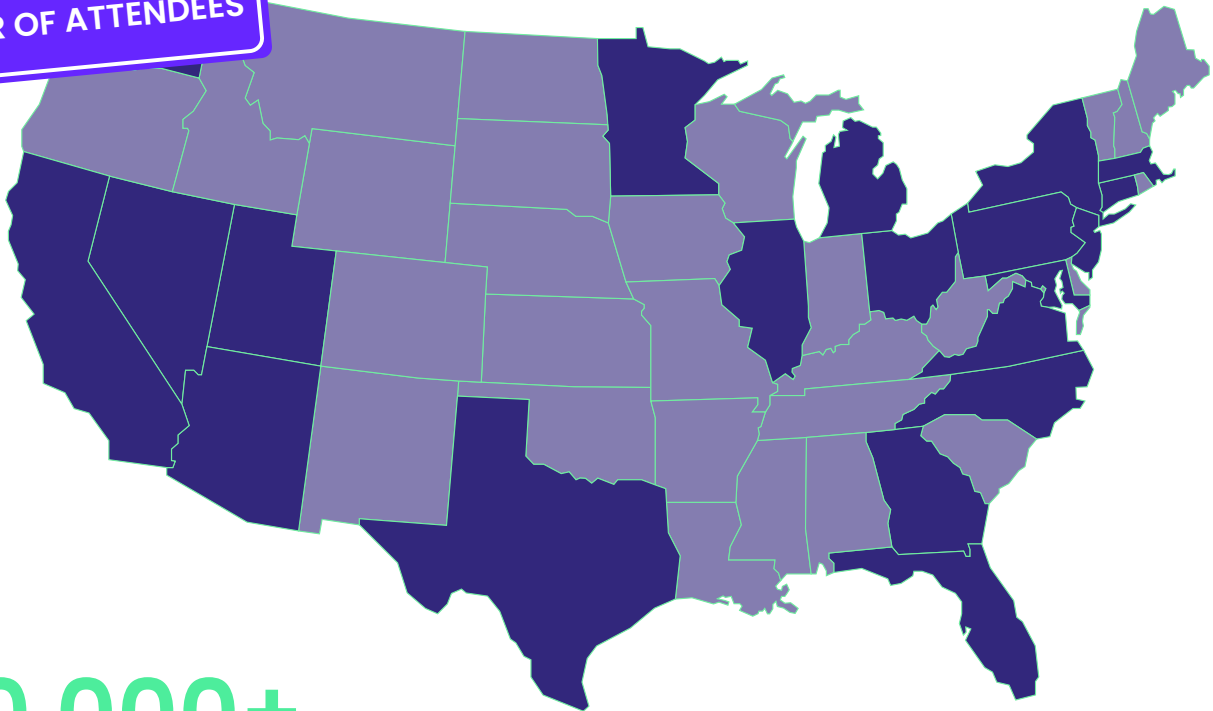
For more information about AIUM UltraCon, sponsorship opportunities, and event details, please download our prospectus [here](#) or contact us at [aiumpartnerships@aium.org](mailto:aiumpartnerships@aium.org).

**WE LOOK FORWARD TO WELCOMING YOU TO AIUM ULTRACON,  
WHERE TOGETHER, WE WILL SHAPE THE FUTURE OF ULTRASOUND.**

# ULTRACON BY THE NUMBERS

ultracon  
**1,000**  
NUMBER OF ATTENDEES

REGISTRATIONS BY GEOGRAPHIC LOCATION



**40,000+**  
DATABASE REACH

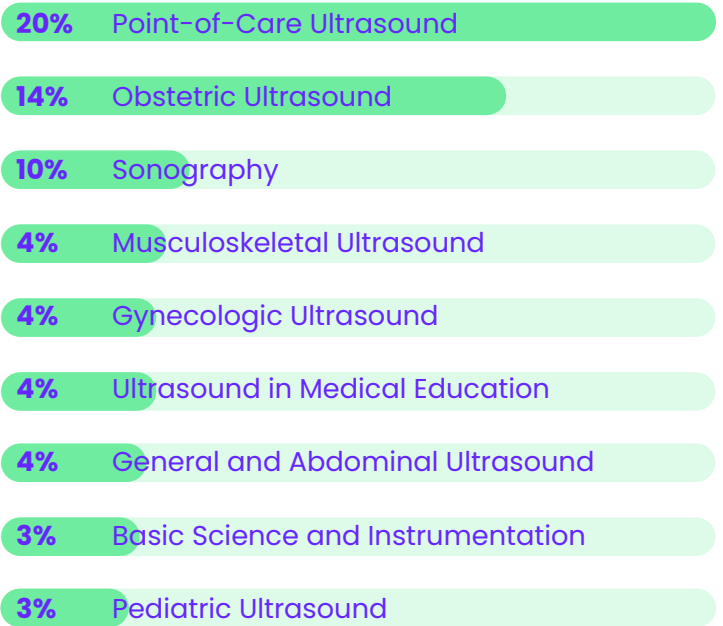


**23,000+**  
NONPHYSICIANS  
(SONOGRAPHERS,  
SCIENTISTS, STUDENTS)



**22,000+**  
PHYSICIANS

TOP REGISTRATIONS BY PRIMARY INTEREST AREA





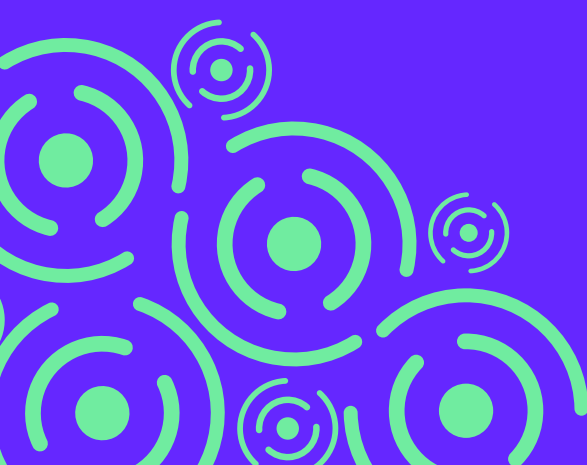


# Table of Contents

SPONSORSHIP OPPORTUNITIES

INDUSTRY PAVILION (EXHIBIT HALL)

BRANDING OPPORTUNITIES



# SPONSORSHIPS

**ultracon** 2024

Advancing Medical Ultrasound

April 6–10, 2024  
Austin, Texas



Powered by  
**aium**

**Sponsorship**

**Industry Pavilion**

**Branding**

## **PLATINUM SOUNDWAVE SPONSORSHIP—\$35,000**

Two 10X20 preferred exhibit booths, 4 complimentary exhibit hall badges, one hour company-hosted webinar post UltraCon. Digital Grab Bag, 1 sponsored event attendee breakfast or lunch, spaces are limited and on a first-come basis, food & beverage not included. Three months of retargeting ads, banner ad displayed in conference app, signage displayed throughout the venue, Company Name and Logo will appear on company website as a Platinum Sponsor.

## **GOLD ECHOTECH SPONSORSHIP—\$30,000**

Two 10X20 preferred exhibit booths, 4 complimentary exhibit hall badges, and the Digital Grab Bag. One (1) sponsored event attendee breakfast or lunch, spaces are limited and on a first-come basis, food & beverage not included. One (1) month of retargeting ads, banner ad displayed in conference app, signage displayed throughout the venue, Company Name and Logo will appear on company website as a Gold Sponsor.

## **SILVER ULTRASOUND PARTNER—\$20,000**

1 10X20 preferred exhibit booth, 2 complimentary exhibit hall badges. One (1) month of retargeting ads, 1 custom email, banner ad displayed in conference app, signage displayed throughout the venue, Company Name and Logo will appear on company website as a Silver Sponsor.

**Space is limited on a first come first service basis.  
AIUM will supplement up to \$10,000 a la carte opportunity.**

**SPONSORSHIP**

**INDUSTRY PAVILION**

**BRANDING**





# SPONSORSHIPS

## **KEYNOTE SPEAKER-\$25,000**

Take your brand to new heights and stand out in the crowd. Here's your chance to shine by becoming an exclusive sponsor for a keynote speaker. Seize this remarkable opportunity to elevate your brand's visibility and connect with a dynamic audience.

## **SONOSLAM-\$25,000**

Become a part of ultrasound's largest competition geared exclusively toward medical school students. Food & beverage not included.

## **SHARK TANK-\$15,000**

Invest in innovation and the future! Companies will present their ideas to the expert shark tank panel of venture capitalists, industry leaders, and an IP attorney. Your company name and or logo signage will be displayed in the Shark Tank area.

## **NEW INVESTIGATOR AWARDS-\$7,500**

The New Investigator Session stands as a unique opportunity, motivating emerging researchers who are currently in training or have finished their training within the last 5 years to engage actively within the realms of the AIUM and ultrasound research. Apart from the distinction of being acknowledged as a New Investigator, 2 exemplary individuals will be chosen as winners and granted a prize of \$500 each.

## **TOP 8 ABSTRACT AWARDS-\$10,000**

The top 8 recognizes the highest-rated research submissions amongst all submissions for 2024, offering a substantial prize fund of \$10,000 to advance their ongoing research. Beyond the distinction of being acknowledged as one of the elite 8 abstracts, every presenter will receive a reward of \$1,000, while the top presenter, securing the first position, will be awarded a total of \$3,000!

## **EPOSTERS-\$10,000**

An ePoster, embodies a digital adaptation of the traditional research poster frequently employed at academic conferences. Unlike physical posters displayed on boards, an ePoster is meticulously designed for presentation and viewing on electronic screens, such as computer monitors.



# SPONSORSHIPS

## SPONSOR-LED SESSIONS:

### BREAKFAST-\$8,000

Kick start the morning by hosting a 1-hour informational, non-CME educational presentation or procedural instruction during the annual meeting over breakfast. Food & beverage not included.

### LUNCH AND LEARN-\$12,000

A Lunch and Learn event provides the perfect opportunity to present cutting-edge technology, emphasize innovation, or introduce new systems to a diverse audience of professionals. Food & beverage not included.

### SOLAR ECLIPSE WATCH PARTY -\$25,000

Seize this extraordinary opportunity to be a part of a celestial event that will be remembered for a lifetime. Illuminate the future with us and sponsor an exclusive eclipse party as we pause all educational sessions to view the eclipse for attendees to celebrate this historic event. Glasses provided, food & beverage not included.

### RECEPTION-\$25,000

Make a memorable impact at our upcoming event by becoming a sponsor of a reception! This is your chance to put your brand in the spotlight, create lasting impressions, and connect with an influential audience in a relaxed and engaging atmosphere. Food & beverage not included.



# SPONSORSHIPS

## A LA CARTE

### REFRESHMENT TABLE-\$7,500

Sponsor a 1-day refreshment table for attendees to enjoy rejuvenating coffee breaks available Sunday-Wednesday. Your company name and/or logo will be displayed on the signage located near the refreshments and your company can place any additional promotional materials on the table. Food & Beverage not included.

### WELLNESS EXPERIENCE

Sponsor an engaging change of pace experience from Puppy Play Time, a 5K Fun Run, or Art Painting. During Puppy Play Time, attendees will have the opportunity to snuggle with puppies. A 5K Fun Run will explore the trails alongside the lake in downtown Austin. Art Painting will include canvas paintings that will be sent to surrounding hospitals. Your support in each of these opportunities will create cherished memories and a lasting impact!

### MASSAGE LOUNGE

Elevate the relaxation and rejuvenation experience for participants of the event by supporting the massage lounge opportunity available from Sunday to Wednesday. Your company's name and/or logo will be prominently showcased on signage in close proximity to the lounge. As an added bonus, you'll have the chance to position supplementary promotional materials within the designated area.

### NETWORKING EVENT: GAME NIGHT-\$10,000

Unwind from your day with a fun, fully customizable networking event. Activity, food, & beverage not included.

### WIFI-\$15,000

Sponsor and customize the password for the Wi-Fi at the event. Attendees will have to manually type in your company's customized password, reaching hundreds of attendees.

### NETWORKING SPACE-\$7,500

Sunday-Wednesday, 4th floor, company can put their material out on the tables and signage in the area

**Custom packages are available upon request, for additional information please reach out to [aiumpartnerships@aium.org](mailto:aiumpartnerships@aium.org).**



# INDUSTRY PAVILION



Maximize your company's visibility and engagement at UltraCon by securing an exhibit hall booth in our Industry Pavilion! Our Industry Pavilion is a dynamic marketplace where you can showcase your products, services, and innovations to a diverse and influential audience. Don't miss this opportunity to connect, network, and make lasting impressions on attendees.

**10X10 SPACE-\$2,750**

**10X20 SPACE-\$5,500**



Space in the Industry Pavilion

Logo on UltraCon website

Pre and post attendee mailing list

Company description in event mobile app

**Larger spaces are available upon request.  
Please contact [aiumpartnerships@aium.org](mailto:aiumpartnerships@aium.org).**



## LIVE SCANNING

1. Companies performing live ultrasound scanning during UltraCon must review the FDA's policy on over-the-counter marketing of ultrasound devices. The company is responsible for determining which activities are appropriate under FDA guidelines.
2. Participating companies must abide by the [AIUM Live Scanning Guidelines/Requirements](#).
3. Models must be pre-screened and sign a consent form.  
Ex: [Live Scanning Subject Consent Form](#).
4. MUST have a 10' x 20' footprint or larger to perform live scanning.
5. Please refer to the [Live Scanning for Educational Purposes](#) for further guidelines.



SPONSORSHIP

INDUSTRY PAVILION

BRANDING

# BRANDING



## LOBBY MEDIA WALL-STATIC IMAGE

**\$18,000**

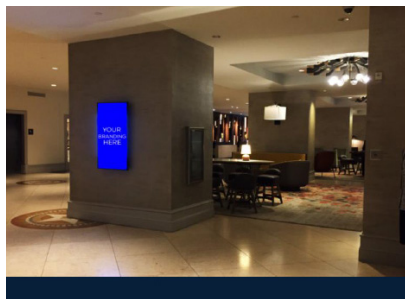
Display your company name on the Media Wall located in the lobby, a high traffic space for attendees going to their rooms, Cannon & Belle, Starbucks, The Reverberry, and Austin Taco Project. This space is perfect to highlight your booth number and or company logo. All graphic art files must be submitted as Vector Art with a recommended size of 1080 x 1920. Standard videos must be submitted in .mp4 format, 3840 x 2160, 30FPS, Bit Depth 8, Chroma sampling 4:4:4=8.9 Gbps(~32TB/hour). An After Effects template is available for customized video creation using the entire medial wall. Final art files must be submitted no later than 10 days prior to the conference start or be subject to a \$500 surcharge.



## MEDIA WALL- LOOPED VIDEO

**\$25,000**

Display your company's name with an endless playback of your customized video sharing what your company has to offer. This space is heavily trafficked by our attendees as they travel to and from their guest rooms, Cannon & Belle, Starbucks, The Reverberry, and Austin Taco Project. All graphic art files must be submitted as Vector Art with a recommended size of 1080 x 1920. Standard videos must be submitted in .mp4 format, 3840 x 2160, 30FPS, Bit Depth 8, Chroma sampling 4:4:4=8.9 Gbps(~32TB/hour). An After Effects template is available for customized video creation using the entire medial wall. Final art files must be submitted no later than 10 days prior to the conference start or be subject to a \$500 surcharge.



## LOBBY COLUMN OR WALL MONITOR-STATIC IMAGE

**\$15,000**

Take advantage of displaying your company's logo and booth number in the hotel's lobby as attendees travel to and from restaurants as well as lounge in the lobby sitting area. Recommended settings are 1080 x 1920 with an aspect ratio of 9:16 for a portrait-oriented column monitor and 1920 x 1080 with an aspect ratio of 16:9 for a landscape-oriented wall monitor. All monitor art files must be submitted in .jpeg or .mp4 formats.



# BRANDING



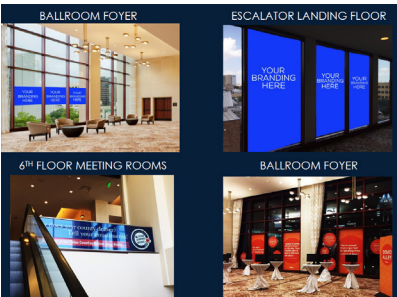
## LOBBY COLUMN OR WALL MONITOR-LOOPED VIDEO \$20,000

Create a looped video highlighting your company's logo, booth number, and any other information to tell attendees what you have to offer. Recommended settings are 1080 x 1920 with an aspect ratio of 9:16 for a portrait-oriented column monitor and 1920 x 1080 with an aspect ratio of 16:9 for a landscape-oriented wall monitor. All monitor art files must be submitted in .jpeg or .mp4 formats.



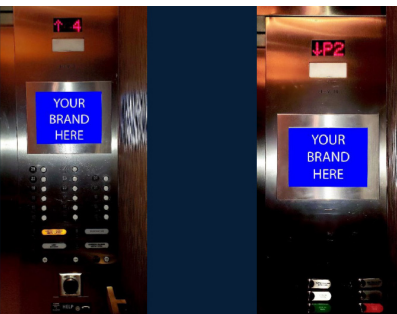
## 4TH & 6TH FLOOR WINDOWS \$8,000

The meeting floor foyer windows on the 4th and 6th floors offer several floor to ceiling window panels ideal for custom graphic window clings and perfect for interior or exterior branding exposures.



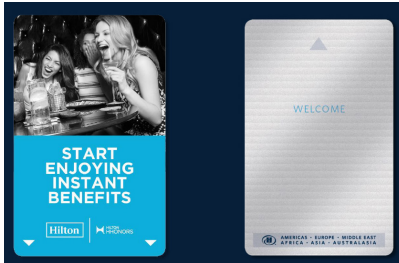
## LOBBY/GUEST ROOM ELEVATOR \$15,000

Add your company's logo and booth number to the digital screen located inside of the elevators. Attendees are required to swipe their guest card when entering the elevator to select one of the 31 floors of the hotel. There are a total of 8 elevators-6 guest rooms and 2 meeting space/garage-are available for co-branding on 1024 x 768 monitors. All art files must be submitted in .jpeg or .mp4 formats. Video options must be tested in .mpi or .avi formats. Exclusive branding requests (no co-branding) must be submitted to the hotel for review and approval in advance.





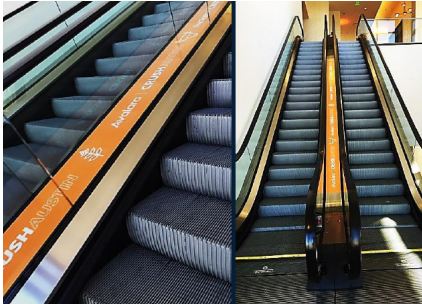
# BRANDING



## GUEST ROOM KEYS

**\$8,000**

Customize one or two sides of your guest key cards with your company's logo. Key cards must be used not only to enter a guest room, but also to access the elevators, and pool. Key card graphics must be approved by hotel management before an order may be placed with a key card vendor. Key card branding fees are based on the organization's peak room block multiplied by the per room branding fee. An additional hotel fee and production cost will apply.



## FLOOR RUNNERS

Lobby Level to 4th Floor-Runner-\$12,000

4th Floor to Mid Floor-Runner-\$11,500

Mid Floor to 6th Floor-Runner-\$11,500

Your company's custom message appears alongside the handrails of the escalators throughout the convention halls. Attendees will view them all day long as they go up and down these heavily traveled areas during the event.



## FLOOR GLASS RAILS

Lobby Level to 4th Floor-Glass Rail- \$15,000

4th Floor to Mid Floor-Glass Rail-\$14,000

Mid Floor to 6th Floor-Glass Rail-\$14,000

Your message appears alongside the glass rails of the escalators throughout the convention halls. Attendees will view them all day long as they go up and down these heavily traveled areas.

# BRANDING

## CUSTOM EMAIL BLASTS

Speak directly to ultrasound professionals with a fully customized company email blast. Reach the entire AIUM audience or target a specific area of interest, such as obstetric, musculoskeletal (MSK), or point-of-care ultrasound (POCUS).

1 Email-\$5,500

---

3 Emails-\$15,000

---

6 Emails-\$28,500

---

## RETARGETING ADS

Our audience is your audience! Increase your brand exposure by retargeting the AIUM audience with your ad campaign. Your banner ads will follow AIUM.org visitors after they leave our website.

110,000 Page Views Per Month

### Ad Sizes

- 300 x 250 Medium Rectangle (Mobile-Friendly)
- 728 x 90 Leaderboard (Mobile-Friendly)
- 160 x 600 Skyscraper (Desktop Only)
- 16:9, 1920 x 1080 (Video)

Deadline Contracts are due 2 weeks prior to the start date, materials are due 1 week prior to the start date.

1 month-20,000 impressions-\$2,500

---

3 months-50,000 impressions-\$3,500

---

3 months-75,000 impressions-\$5,000

---

3 months-100,000 impressions-\$6,000

---

6 months-120,000 impressions-\$6,500

---

6 months-150,000 impressions-\$8,000

---

6 months-200,000 impressions-\$9,500

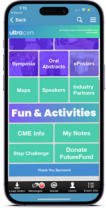
---



# BRANDING

## DIGITAL PLATFORMS (WEBSITE & MOBILE APP)

Elevate your digital presence with a variety of opportunities on the UltraCon Website and Mobile App. Seize the opportunity to shine in the digital spotlight and make a lasting impression on our engaged audience.



### MOBILE APP MAIN SPONSOR-\$11,000

Exclusive use of 2nd opening Splash Screen (1st reserved for AIUM)  
Permanent full-width tile on main screen,  
2 push alerts

#### VISIT BOOTH 1244

Enter to visit a \$500 Visa Gift Card from Lighthouse 360 Patient Communication Made Simple!

OK

### SUB PAGE BANNER (3 AVAILABLE)-\$1200

Main Screen Tiles -1/2 width (1 per day available) -\$1,000

### PUSH ALERTS-\$750

### DIGITAL GRAB BAG (AVAILABLE ON WEBSITE AND MOBILE APP)

Include a pdf showcasing your companies, latest research, advancements, or programs.



Custom packages are available upon request, for additional information please reach out to [aiumpartnerships@aium.org](mailto:aiumpartnerships@aium.org).



# RULES AND REGULATIONS

## A. GENERAL

### 1. Definitions

Used herein, "management" shall mean the AIUM, its agents, and employees acting for the Management of the exhibit of the facility.

"Exhibitor" shall mean any company contracted to exhibit, its agents, and employees acting for the company.

### 2. Interpretation

Management shall have full authority in interpreting and enforcing all rules set forth herein.

### 3. Eligibility

The AIUM retains sole authority to determine the eligibility of any company, product, or organization to exhibit. The AIUM may refuse exhibit space to a potential exhibitor for any reason.

### 4. Exhibit Hall

Dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. Management reserves the right to make modifications. All exhibits must be assigned by the AIUM.

## B. INDUSTRY PAVILION (EXHIBIT HALL)

All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their products in the most effective manner to the audience.

### 1. Booth Height

Corner Booths: Booth height, including signs, banners, and displays, shall not exceed a back wall height of 8' and side walls of 3'. Exhibits cannot include or overflow into an aisle or adjoining booth.

Island Booths: Booth height, including signs, banners, and displays shall not exceed 14'. Exhibits cannot include or overflow into an aisle or adjoining booth.

### 2. Line of Sight

Exhibits must be kept inside their allotted space. Standard linear booths must not block the line of sight of neighboring booths. All display fixtures greater than 4' in height and placed within 8 linear feet of an adjoining booth must be confined to the back half of the booth, which is at least 5' from the aisle. Island booths may not have a solid parameter fixture that completely blocks the line of sight of neighboring booths. Exhibitors wishing to use non-standard booth equipment, special signs, or materials conflicting with the construction regulations must submit 2 copies of a detailed sketch of the proposed layout to the AIUM by December 13, 2023. Written approval from management must be received before construction is ordered and/or booth installation begins. Contact Ashley Czyzewski [aczyzewski@aium.org](mailto:aczyzewski@aium.org).

### 3. Appearance

Any part of an exhibit that does not lend itself to an attractive appearance, such as unfinished end or side panels, must be draped at the exhibitor's expense. Management has the right to have such finishing completed and billed to the exhibitor.

#### **4. Subletting**

Booth space may only be occupied by the assigned exhibitor. An exhibitor shall not sublet, assign, or share any part of the exhibit space. Persons, firms, or organizations not having contracted with management for exhibit space may not display or demonstrate any products, processes, or services, solicit orders, or distribute surveys or advertising materials at the event or exhibit facility at any time.

#### **5. Failure to Occupy Space**

Any space not occupied by the close of the exhibit installation period will be forfeited by the exhibitor, and no refunds will be provided. The space may be resold, reassigned, or used in any way management designates. Any materials on hand will be removed, and the exhibitor will be billed for charges incurred.

#### **6. Exhibitor Conduct**

Exhibitors are required to wear their exhibitor badges during meeting hours and are expected to conduct themselves in a professional manner. The use of deceptive and/or unethical methods to obtain information and/or gain an advantage over a competitor is considered a violation of the Code of Conduct.

Exhibitors may not:

- Engage in sales activities while in any room where an educational activity takes place.
- Display or advertise products or services of any kind other than those manufactured or sold by the Exhibitor in the regular course of business.
- Place business cards over official AIUM badges or alter the badges in any way.
- Lend their badges to anyone. Representatives of exhibiting companies are to remain in their assigned booth space when working, eg, demonstrating products and passing out literature. In no case will the use of the aisles or thoroughfares for this purpose be permitted.

#### **7. Signs/Advertising Pieces**

Exhibits, signs, and displays are prohibited in any part of the public space or elsewhere on the premises of the meeting facility, guest rooms, and hallways of the hotel unless approved by management and the hotel.

Distribution of advertising pieces and other items anywhere outside the designated exhibit booth, such as in public areas, in hotel corridors, under room doors, and in mailboxes of hotel guests, is prohibited. Promotional materials and events presented to prospective AIUM meeting attendees before or after the meeting must be approved by the management.

Support opportunities are available to expand your presence and dissemination of products and services to attendees.

#### **8. AIUM Branding**

Use of the American Institute of Ultrasound in Medicine name, insignia, logo, or acronym (AIUM) and the meeting logo in both print and digital format may not be used in signs, advertising, promotions, or media without prior written permission.

## 9. Products/Samples/Giveaways

Exhibitors are permitted to demonstrate their products, equipment, or services, to make presentations, and to distribute printed literature and samples directly related to those products or services. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them in the regular course of their business. Promotional giveaways must be approved by management no later than February 7, 2024. Submit to Ashley Czyzewski [Aczyzewski@aium.org](mailto:Aczyzewski@aium.org).

## 10. Exhibit Staff Badges

The exhibit key contact is someone who is present at the event as a point of contact for the AIUM. Only the key contact can add and register additional exhibit staff on site. The AIUM reserves the right to limit exhibit staff passes. Preregister your exhibit staff using your AIUM online Cadmium account. All exhibit personnel are required to pick up their own exhibitor badges, and company identification in the form of a business card will be required. Exhibit staff may attend the scientific programs exclusive of CME credits, if space is available, but not ticketed events. The AIUM asks that if a session room is filled, exhibitors give seating priority to attendees. Exhibitors are required to wear their badges during meeting hours and are prohibited from lending their badges to anyone.

## 12. Fire Regulations

- Booths are subject to inspection by the fire marshal.
- All exhibitors must comply with the local, state, and federal fire regulations.
- All exhibits, decorating materials, furniture, signs, and equipment must meet local, city, and state fire and public safety regulations.
- No empty crates or boxes may be stored in the exhibit area, under draped tables, or behind pipes and drapes.
- No flammable fluids, combustibles, hazardous materials, caustic chemicals, or cooking devices are allowed in the Exhibit Hall.
- Propane tanks may not be exhibited unless they are empty and certified as never having held propane gas.
- Neon tubing devices may only be used if strict protection criteria are followed.
- Consult the meeting service manager for more information.

## 13. Smoking

Austin Hilton is a smoke-free environment.

## 14. Noise/Lighting

At no time shall music, videos, or sound systems be played at a level that interferes with a neighboring exhibitor's activities. The exhibitor must provide adequate standing room for customers in the booth. Management reserves the right to determine what is appropriate regarding volume. Any attention-arousing devices, such as noise makers, flashing lights, movies, music, television broadcasts, and drawings, are subject to management approval. Floodlights or other lights may not be installed in such a way that the glare is distracting to visitors or other exhibitors.



## **15. Photography/Video/Streaming**

The AIUM does not allow any unauthorized photography, videotaping, or streaming during the AIUM Annual Meeting and Pre Meeting Program except by management and its designated agents. The AIUM reserves the right to photograph, videotape, or stream any exhibit or attendee for use in promotional material or any other AIUM publication. The AIUM may videotape several educational courses for inclusion in the AIUM's educational video program library.

## **16. Animals**

The use of animals in the Exhibit Hall, except service animals, is not allowed.

## **17. Food and Beverages**

Distribution of food and beverages in the exhibitor's booth is permitted but must be pre-approved by management. Submit your menu in writing to Ashley Czyzewski [aczyzewski@aium.org](mailto:aczyzewski@aium.org), no later than February 7, 2023. All food and beverage arrangements must be made through Hilton, Austin.

## **18. Children**

Due to the nature of the Exhibit Hall, we do not permit children to be present.

## **19. Parking**

The AIUM does not validate parking.

## **20. Security**

Exhibitors may access the Exhibit Hall after hours with their exhibitor badges and photo identification. Management will provide security guards when the Exhibit Hall is closed; however, the furnishing of such services shall not be construed to be any assumption of obligation or duty with respect to the protection of exhibitor property, which shall, at all times, be the sole responsibility of each exhibitor.

## **21. Conflicts**

All measurements shown on the floor plan are approximate and are not warranted to be accurate. The AIUM reserves the right to make modifications to the Exhibit Hall floor plan, exhibit locations, and exhibit height as may be deemed necessary. In the event of conflicts regarding space requests or conditions beyond our control, management reserves the right to rearrange the floor plan. Also, management may relocate any assigned exhibitors as necessary for the betterment of the event as determined solely by the AIUM.

## **22. Program Conflicts**

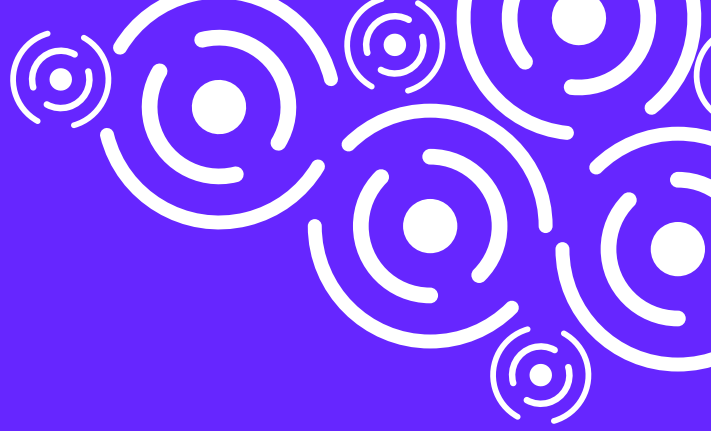
Exhibitors agree not to sponsor group functions when there is a CME activity scheduled, unless approved by management.

### **23. Enforcement**

Management reserves the right to close or refuse to accept any exhibit application that does not conform to the general character of the show or in which an exhibitor fails to comply with the rules set forth herein. The AIUM may also close an exhibit at any time for noncompliance of construction regulations or as deemed necessary for the safety and comfort of its guests. Management may also refuse admittance to or eject objectionable persons. All matters and questions not covered by these policies are subject to decisions of management. The policies may be amended at any time by the AIUM, and all amendments shall be equally binding on all parties affected. If changes are made, management will provide written notice to affected parties.

### **24. Cancellation or Postponement of the Event**

In the event that the AIUM cancels or postpones the event due to circumstances beyond the control of the AIUM, whether such occurrence is an act of God, terrorism, war, rioting, third party, the obligation of the parties under the applicable agreements shall automatically be terminated, and exhibit fees shall be refunded to exhibitors minus a prorated share of expenses actually incurred by the AIUM in connection with the event.



# ultracon 2024

Advancing Medical Ultrasound

April 6–10, 2024 | Hilton Austin, Texas

[aiumpartnerships@aium.org](mailto:aiumpartnerships@aium.org)