

EXHIBITOR PROSPECTUS

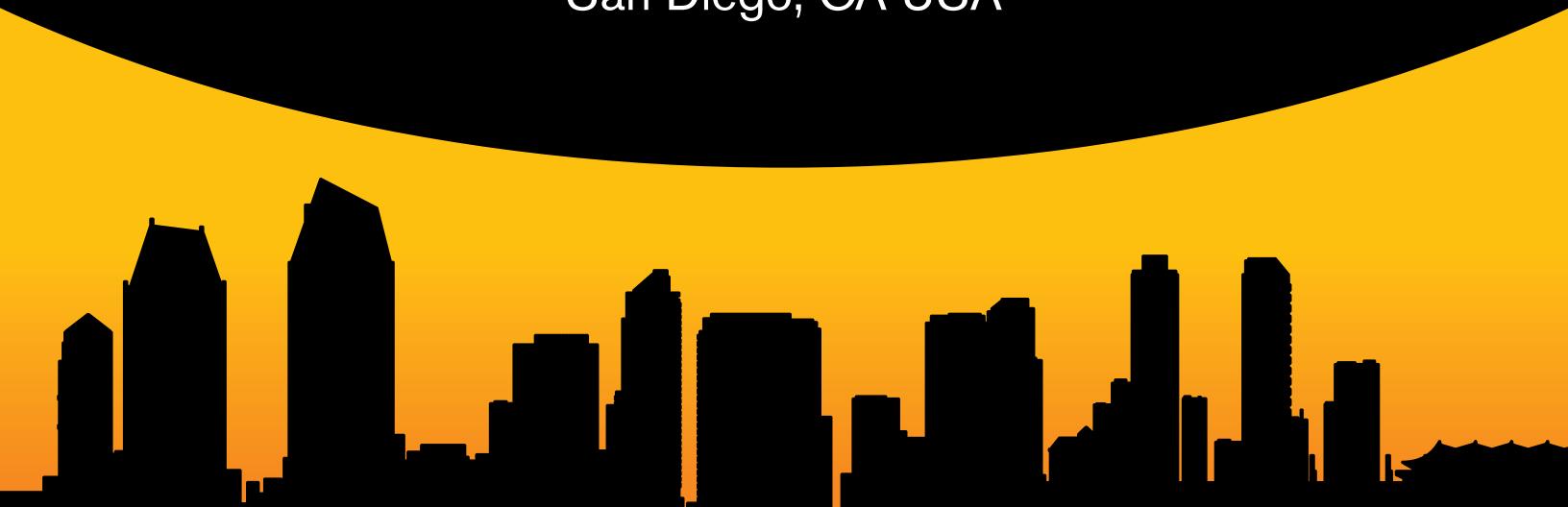


24TH ANNUAL SCIENTIFIC SESSIONS

PRECISION. PREDICTIVE. PERSONAL.

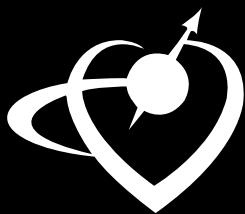
Sheraton San Diego Hotel & Marina

San Diego, CA USA



Scientific Sessions: February 18-20, 2021

Pre-Courses: February 17-18, 2021



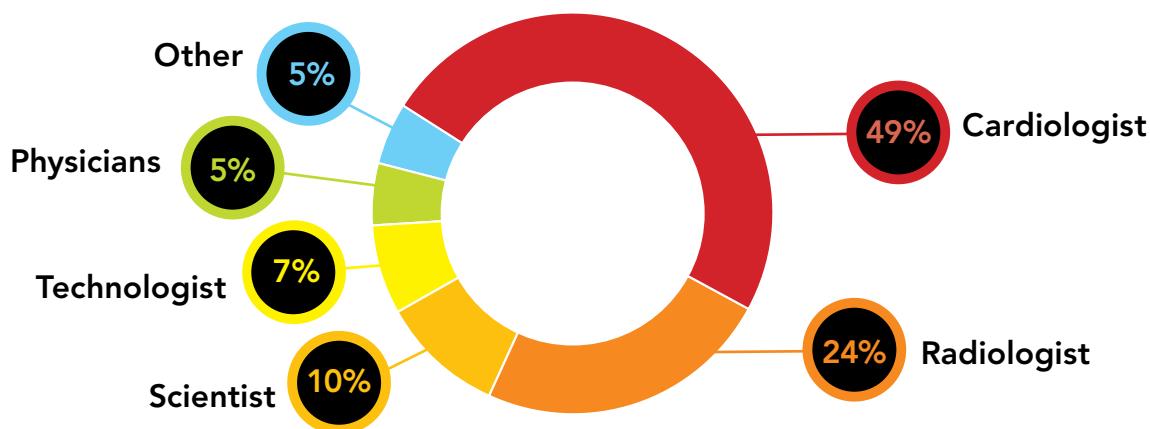
ESTABLISH NEW RELATIONSHIPS AND STRENGTHEN EXISTING ONES

The Society for Cardiovascular Magnetic Resonance (SCMR) invites you to exhibit at the 24th Annual Scientific Sessions in San Diego, California. The SCMR is the principal international organization committed to the further development of cardiovascular magnetic resonance (CMR) through education, quality control, research, and training. This is the most comprehensive CMR meeting in the world and represents the full spectrum of CMR professionals and decision-makers, including cardiologists, radiologists, scientists, technologists, physicians, and other allied health professionals.

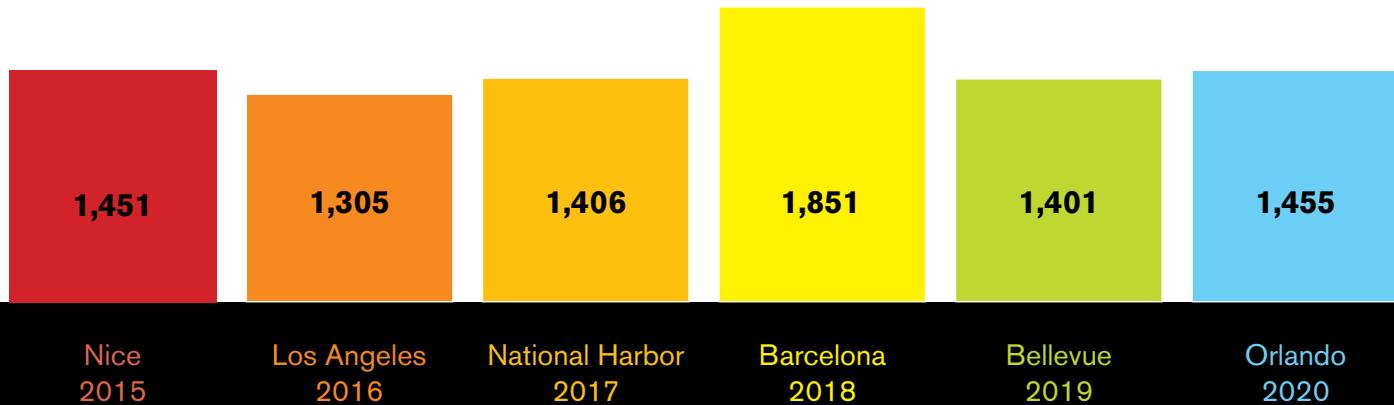
Your participation at this meeting offers unequalled opportunities to be present among other leaders and to showcase your products and services to the CMR community. Your representatives will have the opportunity to meet key decision makers from around the world.

SCMR DEMOGRAPHICS

PRIMARY SPECIALTY

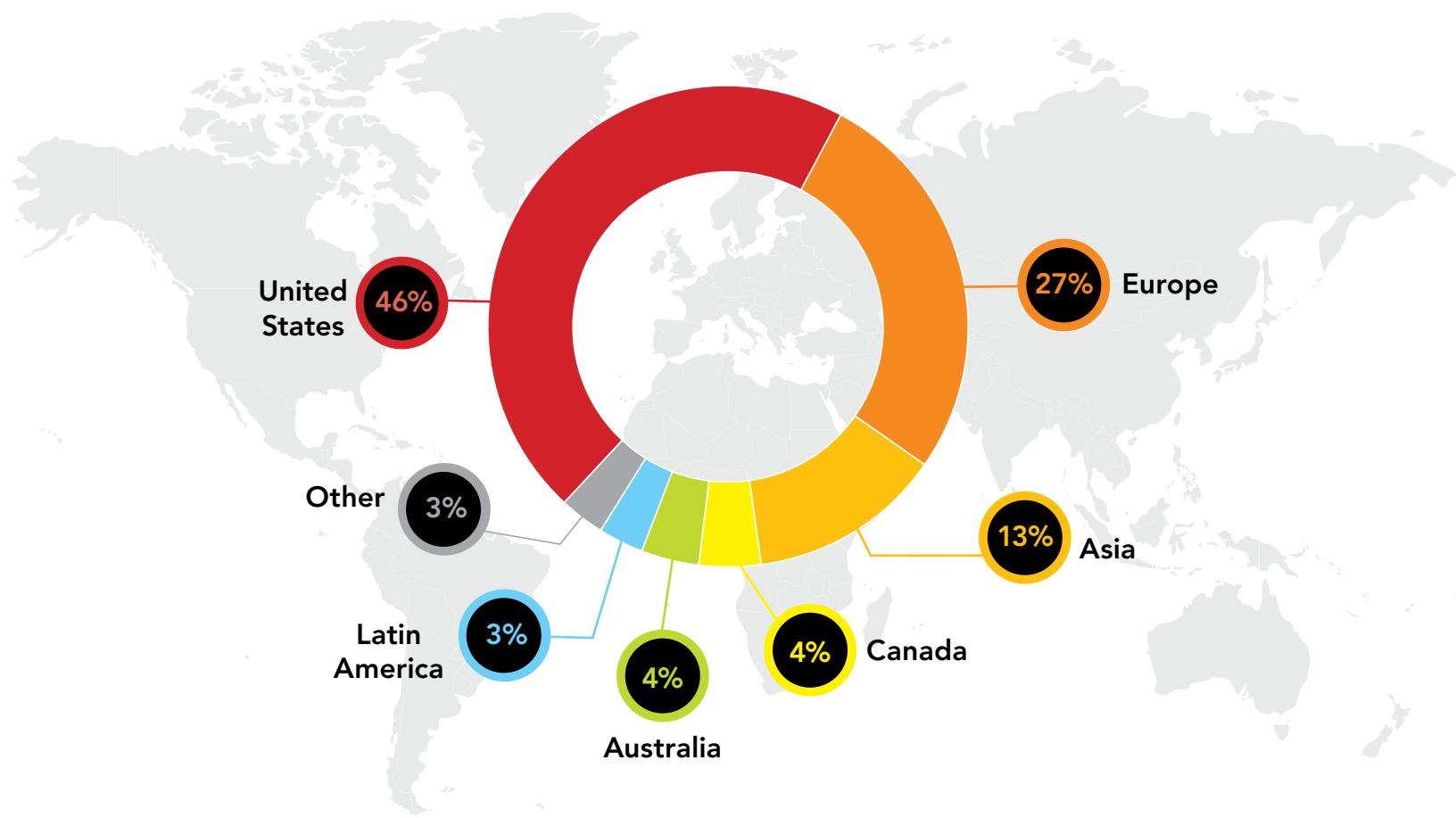


2015-2020 REGISTRATION NUMBERS

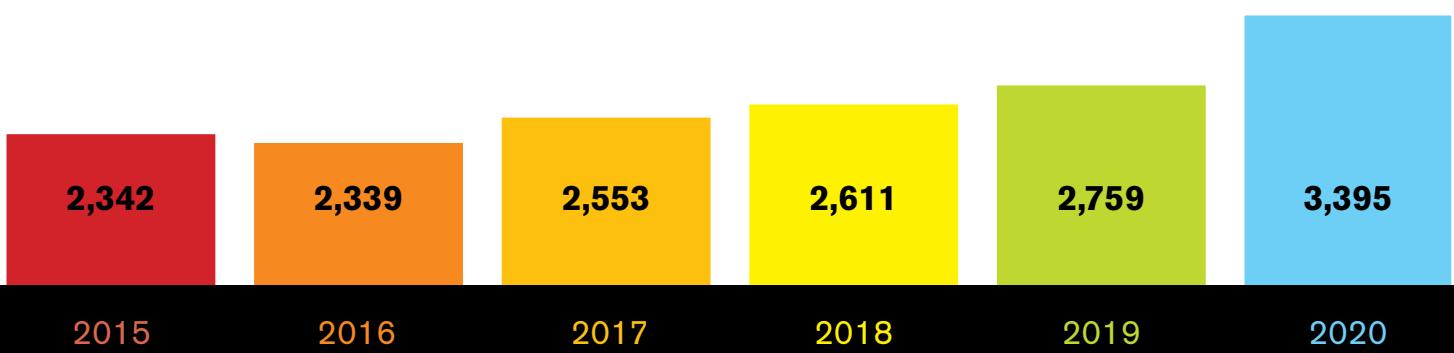


SCMR DEMOGRAPHICS

GLOBAL MEMBERSHIP



MEMBERSHIP GROWTH



56%

of meeting attendees performed
over 11 CMR cases per week

30%

are first time attendees

SCMR 24TH ANNUAL SCIENTIFIC SESSIONS

PRECISION. PREDICTIVE. PERSONAL.

Scientific Sessions: February 18-20, 2021

Pre-Courses: February 17-18, 2021

Sheraton San Diego Hotel & Marina

San Diego, CA USA

Exhibiting at the Annual Scientific Sessions puts your organization in front of more than 1,400 CMR professionals from our international audience. Join other imaging, pharmaceutical, medical device, clinical diagnostic, software, publishers, nonprofit and recruiting organizations, while making connections with important industry leaders to showcase your company's products and services.

WHY EXHIBIT?

- Gain valuable face time with key decision makers from more than 20 countries
- Develop new product ideas by attending educational and scientific sessions
- Exhibit for 20 total hours
- One complimentary full scientific registration and one exhibit hall only registration per 10'x10' booth unit
- Inclusion within the meeting website and mobile app
- Connect with attendees using a pre-conference attendee mailing list
- Host your own symposium or product theater
- Increase your exposure through a conference sponsorship

EXHIBIT HALL FLOOR PLAN

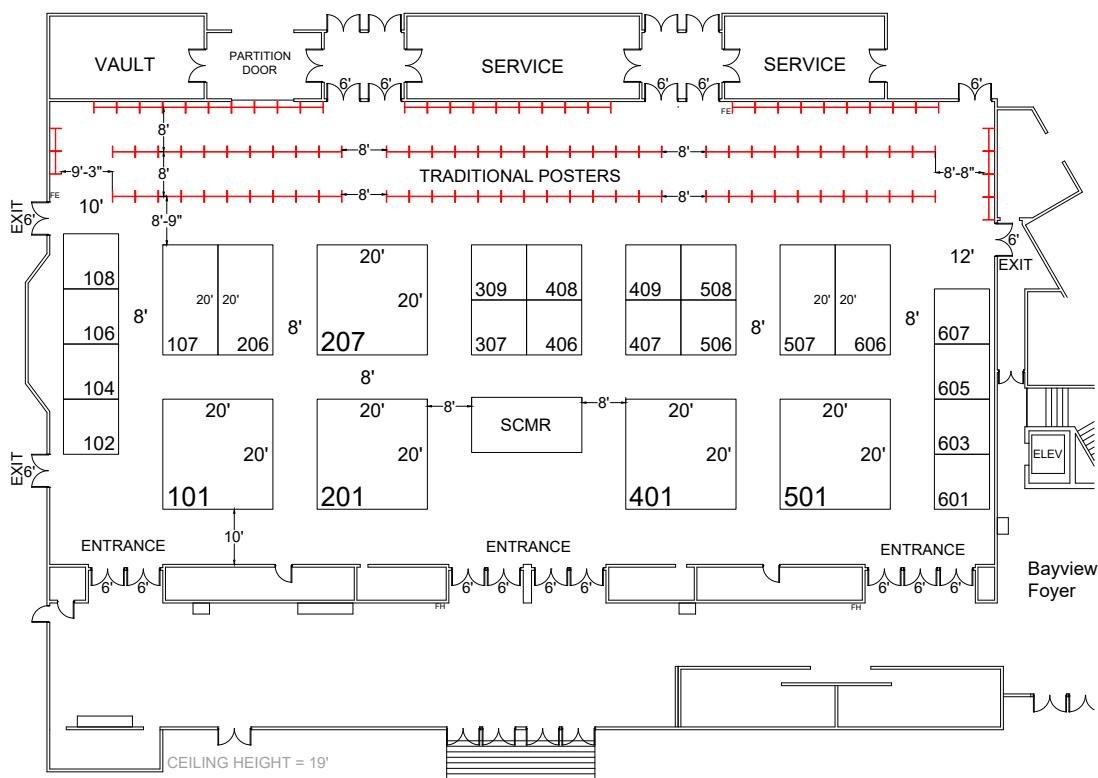


EXHIBIT INFORMATION

EXHIBIT LOCATION

Grande Ballroom of the Sheraton San Diego Hotel & Marina



GENERAL SERVICE CONTRACTOR

Shepard Exposition Services, Inc. will be the official General Service Contractor (GSC). Exhibitor Service Kits will be available approximately three months prior to the show. Shipping and handling of show materials, furniture, labor, drayage, electrical, signs, and other booth furnishings may be ordered directly from the GSC. All charges for additional services are the sole responsibility of the exhibitor.

BOOTH SPACE RATES

Includes: Pipe and drape booth space and identification sign

Regular Inline Rate:	\$4,000	per 10' x 10' booth
Corner Booth Rate:	\$4,250	per 10' x 10' booth
Premium Island Rate:	\$16,000	per 20' x 20' booth
Publisher's Rate:	\$1,500	per 10' x 10' booth

SPACE ASSIGNMENTS

Priority of assignment will be made available to Platinum, Gold, and Silver Sponsors based upon their total support from the previous SCMR Annual Scientific Sessions. All other assignments will be made on a first-come, first-served basis.

BOOTH CONSTRUCTION

- Standard booths are limited to 8' background drapes and 3' side drapes (these are not hard wall booths).
- Maximum height of in-line exhibits is 8' and may extend only 5' from the back wall. The remaining 5' must not exceed 4' in height.

INTERESTED?

Assignments are made on a first-come, first-served basis. To secure your preferred booth space, please access the [SCMR Exhibitor & Sponsor Portal](#).

PREVIOUS EXHIBITORS

Arterys
Bayer Healthcare
Canon Medical Systems
Cardiovascular Imaging Solutions
Circle Cardiovascular Imaging Inc.
Cohesic
Diagnosoft, Inc.
EPflex
Galgo Medical
GE Healthcare
Guerbet
Heart Imaging Technologies
HeartVista
Imricor Medical Systems
Materialise
Medis Medical Imaging Systems
Medtron AG
MedVoxel Systems Inc
Myocardial Solutions
Nano4Imaging
NeoSoft
Philips Healthcare
Pie Medical Imaging
Precision Image Analysis
Siemens Healthineers
TeraRecon

EXHIBIT INFORMATION *(Continued)*

EXHIBITOR DIRECTORY

The exhibitor directory and interactive floor plan will be available on the meeting website and mobile app. Exhibitor's name, address, booth number(s), and description of product(s)/service(s), and logo are highlighted.

REGISTRATION

One (1) complimentary Scientific Sessions registration and one (1) complimentary exhibit hall only registration will be provided to each exhibiting company per 10 x 10 booth. Additional exhibit hall only registrations are available for \$150.00 each (access to sessions is prohibited).

ONLINE EXHIBITOR & SPONSOR PORTAL

Once you sign up to be an exhibitor and/or sponsor, you will be given access to the SCMR Exhibitor & Sponsor Portal. In the portal, you will complete necessary tasks (i.e. logo upload, directory information, etc.)

TERMS OF PAYMENT

A deposit of 50% of the total fee for the booth space (also referred to herein as "exhibit space") is due with each contract. Full payment for exhibit space is due on or before January 15, 2021. Acceptable forms of payment include check (US companies only) and wire transfer.

CANCELLATION OR REDUCTIONS IN SPACE

Cancellation or reductions in space and/or a refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 60 days prior to show opening, total money less a 50% cancellation fee will be refunded to Exhibitor. Refunds will not be allowed for any cancellation less than 60 days prior to the opening of the show and SCMR Headquarters reserves the right to re-sell space.



IMPORTANT DATES TO MARK ON YOUR CALENDAR

JANUARY 15, 2021

- Company description deadline
- Mobile app advertising deadline
- Full payment for exhibit space deadline

JANUARY 15 - 29, 2021

- Exhibitor registration window

JANUARY 29, 2021

- Hotel door drop materials deadline

SPONSORSHIP OPPORTUNITIES

The SCMR offers several marketing and support opportunities to help you promote visibility of your company's branding or product at the Annual Scientific Sessions. Your company name will be visible at a wide range of activities, increasing your exposure to CMR decision makers, purchasers, and influencers. The SCMR acknowledges the importance of corporate partners and recognizes that without their generous support, the success of the Annual Scientific Sessions would not be possible.

EDUCATIONAL	Corporate Supported Symposia	Dinner New	\$25,000
		Lunch	\$20,000
		Breakfast	\$17,500
	Product Theater		\$10,000
	Hands-on Case Session		\$3,000
SOCIAL	Affiliate Meeting Space		\$2,000
	Educational Grants		Customized
SOCIAL	Receptions New	Welcome \$10,000	Awards \$10,000
		Early Career \$3,000	Women in CMR \$3,000
	5K Run for the Future		\$8,000
	Yoga: Reach for the Future New		\$5,000
	Beverage Breaks		\$3,000
PROMOTIONAL	Wi-Fi New	Lead Sponsor	\$20,000
		Partial Sponsor	\$10,000
	Get Social with the SCMR Twitter Wall New		\$6,000
	Charging Station		\$6,000
	Lanyards		\$5,500
	Meeting Notepads New		\$5,000
	Water Bottles New		\$5,000
	Hotel Key Cards		\$5,000
	Hotel Room Drop		\$5,000
	Hand Sanitizer Stations New		Customized
	Hand Sanitizer Giveaway New		\$4,000
	Water Coolers New		\$2,500
	Mobile Meeting App Advertising	Landing Page	\$4,000
		Banner Ad	\$1,500
	Digital Grab Bag Insert New		\$500
	Column Wraps, Floor Clings, and More New		Customized

EDUCATIONAL OPPORTUNITIES

Corporate Supported Symposia*:

Dinner \$25,000 **New**

Lunch \$20,000

Breakfast \$17,500

The SCMR provides you the opportunity to conduct your own educational program through our expanded Corporate Supported Symposia Program. These independently developed programs can be either CME accredited or non-CME and are designed to meet the educational needs of the CMR audience.

Benefits Include:

- Session space for up to 250 attendees (SCMR does not guarantee headcount)
- Standard audio visual package
- Inclusion within the meeting website and mobile app
- Customized alert sent to all attendees via the meeting app
- One (1) full conference registration

Product Theater*: \$10,000

Product Theaters are non-accredited 30-minute education sessions held during show hours where you can interact with attendees to demonstrate products or conduct, conduct, brief educational presentations.

Benefits Include:

- 30-minute session space for up to 125 attendees (SCMR does not guarantee headcount)
- Standard audio visual package
- Inclusion within the meeting website and mobile app
- One (1) full conference registration

* Food and beverage, internet access, and additional audio visual needs are not included and can be ordered separately by sponsor if needed.

Hands-on Case Session: \$3,000

Have your company's imaging software utilized by attendees on workstations during the popular hands-on case sessions. Three, two-hour sessions are available where the SCMR facilitators guide 40 delegates (SCMR does not guarantee headcount) through a series of cases. Each session will focus on different subject areas, namely congenital cases, stress perfusion cases, and rarer cases (i.e. cardiomyopathy, cardiac masses, etc.).

Sponsor representatives are encouraged to be in the room to assist with any technical questions and may have input into the cases. The aim of these sessions is to teach

attendees how to approach reporting and analysis as well as allowing the opportunity for sponsors to showcase features of their software. Certificates of Attendance will be given to attendees and CME credits can be claimed. The cost of workstations is divided among the number of sponsors.

Affiliate Meeting Space: \$2,000

Reserve a room in the host hotel for two-hours to conduct a user-meeting or client event. Rooms are only available during non-program hours and includes a standard audio visual package. Inquire about dates/times and room availability. Acceptable activities include client meetings, training sessions, focus groups or private demonstrations. Affiliate meetings cannot feature educational programming and will not be listed within the meeting website or mobile app.

Educational Grants

Educational grants help provide support necessary to provide a high quality, educational program. All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials are included. All support will be disclosed to participants. Please contact the SCMR staff to discuss how we can learn more about your company's grant process.



SOCIAL AND NETWORKING OPPORTUNITIES

Receptions:

Welcome or Awards: \$10,000 Each

Early Career or Women in CMR: \$3,000 Each **New**

The SCMR hosts a variety of high-profile receptions throughout the meeting, which include the Welcome Reception, Early Career/Tweet Up Reception, Women in CMR Reception, and Awards Reception. Support includes signage during the reception and inclusion on the meeting website and mobile app. Sponsor may provide cups and/or napkins (at sponsor's expense).

5K Run for the Future (exclusive): \$8,000

This popular event is an opportunity for exercise and fresh air for attendees. Supporting company's logo will be printed on the run shirts issued to participants and inclusion on the meeting website and mobile app. Sponsor to receive 10 shirts for their own use. This 1-hour event takes place early morning unopposed from educational offerings.



Sponsorship supports The Research & Education Fund: Empowering the Next Generation of CMR Physicians and Scientists

Beverage Breaks:

\$3,000

Coffee, hot tea, and water are provided for attendees at each of the designated break times. Support includes signage during the break and mention in the final program. Sponsor may provide cups and/or napkins, at sponsor's expense).



Yoga: Reach for the Future: \$5,000 **New**

Allow attendees to exercise their mind and body by sponsoring a morning yoga class. The class will be guided by a certified yoga instructor. As a sponsor, your company name or logo and the Society name or logo will be branded on fitness mats for all participants to enjoy beyond San Diego (SCMR to produce mats with company approval). Sponsor to receive 3 mats for their own use. This 1-hour event takes place early morning unopposed from educational offerings.

PROMOTIONAL OPPORTUNITIES

Wi-Fi:

Exclusive Sponsor: \$20,000

New

Partial Sponsor: \$10,000

Be the one who makes access possible and to help keep attendees connected! Wi-Fi sponsorship will include a splash page with your company's logo as well as a listing within the pocket program, meeting website, and mobile app.

Get Social with the SCMR Twitter Wall (exclusive): \$6,000 **New**

Help create an interactive social experience by sponsoring a Twitter Wall! Your logo will be prominently displayed on the screen and seen by attendees viewing the live conversation. All tweets with the designated meeting hashtag will be displayed in real time, allowing CMR professionals to interact with both in-person and virtual attendees on meeting topics, activities, and more!

Charging Station (exclusive): \$6,000

Opportunity to brand one of the most popular hangout spots for meeting attendees. Supporting company can customize panels on the charging station and provide tabletop materials throughout the duration of the meeting.

Lanyards (exclusive): \$5,500

Your one-color company name, along with the conference logo, will be featured on the lanyard distributed to all attendees at registration and offers great exposure through the duration of the meeting (SCMR to produce lanyards with company approval).

Meeting Notepads (exclusive): \$5,000 **New**

Sponsorship of a notepad allows each attendee to write notes, references, and items for future review. Each notepad will have the company name or logo and the Society name or logo (SCMR to produce notepads with company approval).

PROMOTIONAL OPPORTUNITIES (Continued)

Water Bottles (exclusive): \$5,000 New

Provide attendees with a portable, personal water container. Each water bottle will have the company name or logo and the Society name or logo (SCMR to produce water bottles with company approval).

Hotel Key Cards (exclusive): \$5,000

A design of your choice is placed on the hotel keycard distributed to all guests staying at the host hotel. This offers you great exposure through the length of the attendee's stay (SCMR to produce key cards with company approval).

Hotel Room Drop: \$5,000

Sponsor creates a promotional flyer or giveaway to be dropped in each attendee's hotel room. Sponsor is responsible for all production and shipping costs upon SCMR approval of promotional piece and coordination with the hotel.

Hand Sanitizer Stations (exclusive):

Customized for Three Stations New

Help reduce the spread of germs and give attendees the opportunity to participate in breaks with clean hands. Each station includes sponsor signage associated with the automatic sanitizer dispenser.

Hand Sanitizer Giveaway (exclusive):

\$4,000 New

Help protect the well-being of attendees by placing your company's brand on travel size bottles. Each travel size bottle will have the company name or logo and the Society name or logo (SCMR to produce the travel size bottle with company approval).

INTERESTED?

Assignments are made on a first-come, first-served basis. To secure your preferred booth space, please access the [SCMR Exhibitor & Sponsor Portal](#). For custom packages, please contact Brent Schwartz, SCMR Chief Operating Officer, at bschwartz@scmr.org.

Water Coolers (exclusive): \$2,500 New

Water coolers are positioned throughout the meeting space for the duration of the event. Cooler location is determined by the SCMR. Company name or logo will be prominently displayed on cooler.

Mobile Meeting App Advertising:

Landing Page: \$4,000 and Banner Ad: \$1,500

Multiple branding opportunities are available to advertise on the official meeting app utilized by all attendees.

Digital Grab Bag Insert: \$500 New

Shine by showcasing your promotional PDF in the mobile app digital grab bag. Sponsor will be responsible for working with their graphics team to keep the PDF small (recommend a maximum of 1.5 megabytes for each PDF).

Column Wraps, Floor Clings, and More:

Customized New

Company-branded decals affixed to meeting space columns, floors, and more will lead attendees directly to your booth! This is the perfect way to highlight your company outside of your booth while directly attendee traffic right to your booth. Help stand out amongst other exhibitors on the floor!



CORPORATE ADVISORY BOARD

The SCMR recognizes the need to effectively incorporate industry input into the activities directed towards achieving the mission of the Society. The Corporate Advisory Board (CAB) provides a unique opportunity to pool and apply financial and human resources to the benefit of all CMR stakeholders.

The CAB is comprised of a coalition of global industry leaders together with clinical, academic, and scientific leaders in the field of CME joining the leadership of the SCMR to set some common strategic directions and identify priorities. The focus is on the creation of soundly developed, actionable projects designed:

- to advocate globally for appropriate CMR utilization and reimbursement,
- to expand the availability and quality of physician education on CMR globally,
- to increase awareness of and access to CMR by referring physicians and their patients.

These projects have the overarching goal of increasing the appropriate utilization of CMR with the expected result of raising the standard and availability of cardiovascular healthcare globally.

Annual corporate membership fees are used to directly support the implementation and completion of projects defined by the CAB. Each member company is afforded two seats (includes SCMR membership).

To help support our Corporate Advisory Board partners, the SCMR will be featuring each organization throughout the year. Benefits include:

- Dedicated CAB page on the SCMR website, where each partner will be able to feature initiatives and news.
- Company overview (100 words maximum) included in one issue of the digital monthly SCMR Newsletter
- One social media (LinkedIn, Twitter) post during the year

FEE STRUCTURE & PERIOD

(Fiscal Year: July 1, 2020 – June 30, 2021)

Founding Member Renewal:	\$10,000
New Regular Member:	\$15,000

2020 Members (alphabetical order):

- Bayer
- Circle Cardiovascular Imaging
- Cohesic
- GE Healthcare
- Heart Imaging Technologies
- Medis Medical Imaging Systems
- Myocardial Solutions
- NeoSoft
- Philips
- Siemens Healthineers



INDUSTRY SUPPORT RECOGNITION

The SCMR support recognition program provides additional benefits and marketing opportunities at no cost to those companies whose total spend meets or exceeds the levels outlined below.

PLATINUM LEVEL \$55,000

- One (1) hour private meeting with the SCMR leadership at the SCMR Annual Scientific Sessions
- Five (5) SCMR annual memberships
- One-time blast email sent to all SCMR Annual Scientific Session attendees (SCMR to circulate)
- Recognition of Platinum Level at the SCMR Annual Scientific Sessions with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgement on the meeting website and mobile app
- Recognition of Platinum Level on the SCMR website (home page) including web link
- Complimentary one-time use of the pre-registration and the final attendee registration mailing lists
- Complimentary one-time use of the SCMR membership list

GOLD LEVEL \$30,000

- Three (3) SCMR annual memberships
- Recognition of Gold Level at the SCMR Annual Scientific Sessions with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgement on the meeting website and mobile app
- Recognition of Gold Level on the SCMR website (home page) including web link
- Complimentary one-time use of the pre-registered and the final attendee registration mailing lists
- One (1) complimentary banner ad placed on the Journal of CMR website for one (1) month
- One (1) free ad in two (2) issues of the digital monthly SCMR Newsletter

SILVER LEVEL \$10,000

- One (1) SCMR annual membership
- Recognition of Silver Level at the SCMR Annual Scientific Sessions with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgement on the meeting website and mobile app
- Recognition of Silver Level on the SCMR website (home page) including web link
- Complimentary one-time use of the pre-registered and the final attendee registration mailing lists



CONTACT US

Please contact **Brent Schwartz**, SCMR Chief Operating Officer,
at **+1 856-423-7222, x413** or **bschwartz@scmr.org**
for any questions on information covered in this prospectus.

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