

**62nd Annual Meeting
Southwestern Chapter, SNMMI**

**Corporate
Partner
Prospectus**

March 31 - April 2, 2017 • Uptown Houston, TX



Our exhibit hall and attendees are exceptional!

Dear Corporate Partner:

The Southwestern Chapter SNMMI invites you to market your products and/or services at our 62nd Annual Meeting in Houston, Texas, March 31-April 1, 2017.

Houston is a great location for our meeting and we anticipate over 450 attendees for four good reasons:

- Strong Educational Program – We continue to bring in high-quality speakers on important topics (see the last page of this document for a preliminary list of speakers and topics).
- Great Location – Houston’s Texas Medical Center is the largest medical center in the world, home to hundreds of nuclear medicine professionals and not too far from San Antonio, Austin, and Dallas.
- Outstanding Professional Cooperation – The Nuclear Medicine Technologists of Houston (a local and independent organization) has agreed to co-organize the Saturday session with us and make it their usual Spring session.
- Your Support – Corporate partners have proven to be excellent promoters of our meetings, once they are convinced of the quality of the education and attendees.

Please begin planning to provide an educational grant to the Chapter. We need more than your promotional support. Your generous grant can prove critical for meeting success. For more information about the meeting, call Executive Director, Charles Metzger at 830-370-6554 or email him at cmetzger@swc-snmml.org.

Sincerely,

61st Annual Meeting Program Committee

Attendance Profiles

City	Dallas	Austin	NOLA	Irving	Galveston	OK City	Fort Worth	Houston
Year	2016	2015	2014	2013	2012	2011	2010	2009
Physician Total	86	78	83	84	73	68	81	106
Technologist Total	328	297	226	329	340	256	430	492
Attendee Total	414	375	319	413	413	324	511	598
Exhibit Personnel	79	70	67	83	87	69	70	98

List of 61st Annual Meeting Exhibitors and Sponsors

Absolute Imaging Solutions	GE Healthcare	ScImage, Inc.
American College of Radiology	Genzyme	Siemens Healthcare & PETNET
AnazaoHealth Corporation	ISO-TEX Diagnostics, Inc.	Sirona Complete Care
Astellas Pharma US, Inc.	Lantheus Medical Imaging, Inc.	Southwestern Chapter, SNMMI
Bayer HealthCare	Ludlum Measurements, Inc.	Southwestern Imaging
BC Technical, Inc.	Mallinckrodt Pharmaceuticals	Spectrum Dynamics Medical, Inc.
Biodex	Navidea Biopharmaceuticals	The Gollman Group Inc.
Bracco Diagnostics	Nuclear Imaging Services	Triad Isotopes
Cardinal Health	Numed, Inc.	Veinlite
Digirad	NuTech, Inc.	West Physics
Eckert & Ziegler	Pinestar Technology Inc.	Zevacor

Exhibition Details

Exhibition Dates and Hours

Exhibit hours—subject to changes authorized by the Chapter—are:

Friday, March 31: 7:00 AM – 7:00 PM

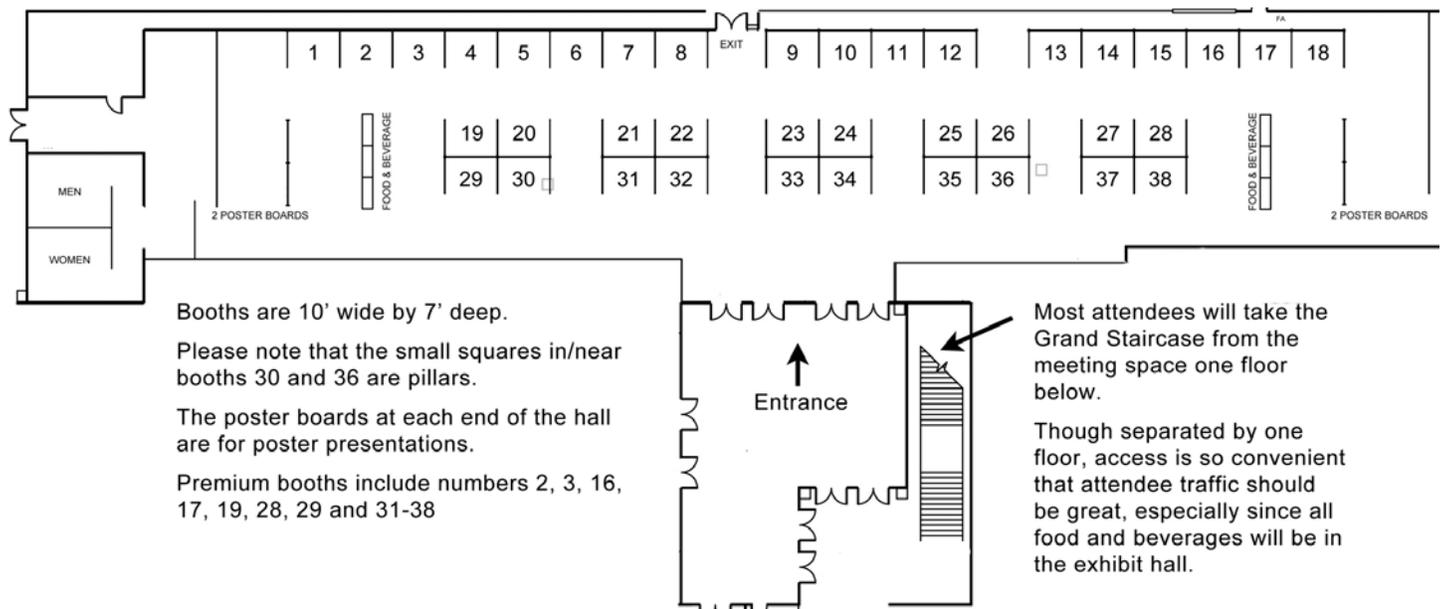
Saturday, April 1: 7:00 AM – 10:45 AM

In addition to the customary Friday evening reception, 45-minute beverage breaks and continental breakfasts in the Exhibit Hall, gift raffles will also be held to encourage exhibition attendance. Please indicate whether you will be participating in the raffle. Additionally, we will promote booth visitation with the “Exhibit Hall Trivia” game. This was very successful in 2015, but under-marketed in 2016. We’ll do better in 2017.

Exhibit Booth Specifications

Our preliminary concept of the exhibit hall calls for 10-foot wide by 7-foot deep booths. All booths will have 8-foot high back wall drape and 3-foot side rail drape. The Chapter will supply a 7-inch by 44-inch identification sign for each booth. Security guard service and aisle cleaning will also be provided without additional charge. The exhibit hall is carpeted. **No furniture is included with the booth.**

Preliminary Diagram of Exhibit Hall



Please especially note the change this year: In response to corporate partner input, we will end the exhibit immediately following the Saturday morning break (about 10:45 a.m.).

Additional Exhibition Details

Cost of Space

Standard booth fees are \$1,250. Premium booth fees are \$1,500; premium fees apply to the following booths: 2, 3, 16, 17, 19, 28, 29 and 31-38. These prices include badges for three personnel who may also attend educational sessions, beverage breaks, exhibit hall reception, and items previously detailed under the heading entitled, "Exhibit Booth Specifications."

Booth Assignment

The Chapter assigns booths by an unbiased **Priority Point System**. Points are awarded based on the following criteria:

- Six points for submitting application by first deadline (November 15, 2016)
- Two points for submitting application by second deadline (December 15, 2016)
- Two points for every year the company exhibited subsequent to our 2013 meeting
- Four points for every \$1,000 in grant support received before January 16, 2017.

The Chapter will assign all exhibit space and reserves the right to change the location of exhibit space at any time in the best interest of the exhibition.

Should the exhibitor cancel after the notice of assignment is emailed, the Chapter may reassign the space and all rental paid by the exhibitor may be retained by the Chapter as liquidation charges.

Installation and Dismantling

The exhibit hall will be ready for set-up and installation at 12:01 p.m., March 30 and must be completed by 6:00 a.m. on March 31.

Exhibitors may not dismantle until after the morning break on Saturday, April 1 (about 10:45 a.m.). An exhibitor who engages in early dismantling will incur six negative Priority Points to be applied against the next application.

All exhibit material must be removed from the exhibit hall by 3:00 p.m. on Saturday. The drayage and storage contractor for the meeting reserves the right to ship (freight collect) packages, cartons, crates, etc. left in the exhibit hall beyond the cutoff time, unless special contract arrangements are agreed upon by the exhibitor and the contractor.

Exhibit Registration

Admission to the Exhibit Hall for exhibitors and attendees is by badge only. It will be the responsibility of each exhibiting company to register personnel via online registration. An email will be sent directing you to the registration page.

Official Decorator & Drayage Contractor

Texas Exhibition Services
5544 Armour Drive / Houston, Texas 77020
Phone: (713) 675-1690

Security and Liability

Professional security guard service will be provided during non-exhibit hours. Each party involved in the exhibit: hotel, exhibitor, leasing association agrees to be responsible for their own negligence or that of their employees or agents. Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damages caused by theft and those perils normally covered by fire and extended coverage policy.

Rules for Exhibition

No booth or display material may exceed the height of 8 feet. All aisles must be kept clear to conform to fire regulations. There may be no spans over the aisles. Exhibits not conforming to these specifications or which in design, operation, or otherwise are objectionable in the opinion of the Chapter President will be prohibited. Canvassing in any part of the exhibit or meeting rooms by anyone representing or connected with a non-exhibiting firm is strictly forbidden. Canvassing or distributing advertising material by the exhibitor will not be permitted outside the exhibitor's allotted space. No exhibition shall assign, sublet or share the whole or any part of the space allotted without the knowledge or consent of the Chapter President. The Chapter reserves the right to restrict exhibits, which for any reason become objectionable and also to prohibit or evict any exhibit that in the Chapter President's opinion may detract from the general character of the exhibition. This reservation includes persons, or things, conduct, printed matter or anything of a character which may be objectionable for the exhibition as a whole. In the event of such restriction or eviction, the Chapter will, not be liable for any refunds of rentals or exhibit expense.

Educational Grants and Event Sponsorships

By providing an educational grant or event sponsorship, your company can gain added recognition at the Southwestern Chapter's 62nd Annual Meeting. Opportunities and the methods of recognition are listed below.

Checks do not need to be returned with the application. The application can be submitted as a notice of intent. We will send an ACCME sponsor agreement form as soon as we receive your application. Below is a list of grant levels and proposed benefits of support. However, if your company is interested in some alternative benefits, please let us know. We will be glad to work with you toward mutual satisfaction of our objectives.

____ **Platinum Level Educational Grant:** Minimum \$5,000 educational grant

- Special signage or gobo lighting at either our Friday evening or Saturday evening reception
- Two invitations to the Chapter President's dinner (Friday night)
- Complimentary full-page, black and white advertisement in the final program book
- Emphasized company acknowledgment in the final program
- Recognition on signage in the registration area
- Hyperlinked corporate logo on presentations page of Chapter website

____ **Gold Level Educational Grant:** Minimum \$3,500 educational grant

- Two invitations to the Chapter President's dinner (Friday night)
- Complimentary full-page, black and white advertisement in the final program book
- Emphasized company acknowledgment in the final program
- Recognition on signage in the registration area
- Hyperlinked corporate logo on presentations page of Chapter website

____ **Silver Level Educational Grant:** \$2,000 educational grant **This level of support covers the cost of bringing an out-of-Chapter speaker to the meeting.*

- One invitation to the Chapter President's dinner (Friday night)
- Complimentary half-page, black & white advertisement in the final program book
- Company acknowledgment in the final program book
- Recognition on signage in the registration area
- Hyperlinked corporate logo on presentations page of Chapter website

____ **Bronze Level Educational Grant:** Minimum \$500 educational grant

- Complimentary 1/4-page, black & white advertisement in the final program book
- Company acknowledgment in the final program book and on sign in registration area

____ **Single Coffee Break Sponsorship:** \$1,000 for one break

- Signs near beverage stations
- Complimentary 1/4-page, black & white advertisement in the final program book
- Company acknowledgment in the final program and on sign in registration area

Name _____ Title _____

Firm Name _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

Please make checks payable to Southwestern Chapter, SNMMI (Tax ID #75-1189350). Application should be signed and supplied to: Southwestern Chapter, SNMMI, 210 Westmoor Street, Fredericksburg, Texas 78624-3439. Alternatively, you may fax or scan and email your application (Fax: 830-214-7005; Email: cmetzger@swc-snmml.org).

Preliminary Program Topics/Speakers
(We expect to complete program development by October 1.)

- **Looking Ahead to 2020**, Eric Rohren, MD, PhD
- **New PET Agents Regulatory Status**, Ryan Niederkohr, MD
- **FDG PET infection Imaging**, Luis Tamara, MD
- **I-131 Therapy**, Nils Johnson, MD
- **PMSA Imaging and Choline**, Erik Mittra, MD, PhD and Gregory Ravizzini, MD
- **FDG PET/MRI in Pediatrics**, Andrew Sher, MD
- **NaF PET and NaF & FDG PET**, Joanna Fair, MD, PhD and Erik Mittra, MD, PhD
- **NET Tumor - Lu-177 Therapy & Ga-68 Imaging**, Erik Mittra, MD, PhD
- **Radium-223 Therapy**, Eric Rohren, MD, PhD
- **SPECT/CT V/Q Lung Scan**, Darlene Metter, MD
- **Communication Skills in the Nuclear Medicine Workplace**, Jay Harolds
- **Interesting NM/PET Cases**, Stanley Grossman, MD
- **Affordable Care Organizations in Nuclear Medicine**, Ryan Niederkohr, MD
- **Gastrointestinal Imaging**, Jay Hiller, MD
- **Neuroimaging PET and SPECT**, Ron Fisher, MD, PhD
- **Bone & Joint SPECT/CT**, Kevin Banks, MD
- **Changes in Licensure and New Radiopharmaceuticals**, Sally Schwarz, RPh
- **PET Myocardial Perfusion Scintigraphy**, Lance Gould, MD
- **SPECT/CT in General Nuclear Medicine**, Niraj Patel, MD
- **FDG PET in Breast Cancer**, Henry Chuang, MD
- **And More!**

To learn more about the meeting, please browse
<http://swc-snmml.org/2017home>