2019 SCMR Global Sponsorship & Marketing Prospectus

SCMR 23rd Annual Scientific Sessions
Transforming Cardiovascular Care Through Discoveries in Imaging
February 12-15, 2020 | Orlando, FL USA
Orlando World Center Marriott

2019 Level I SCMR Workshops
Foundations of CMR
Columbus, OH USA: July 13-14
New York, NY USA: September 7-8
San Francisco, CA USA: December 14-15
Reach key decision makers in cardiovascular magnetic resonance who are eager to learn about your company’s offerings.

The role of cardiovascular magnetic resonance (CMR) is growing and continues to evolve as a major tool for the diagnosis and assessment of the heart. According to a recent Society for Cardiovascular Magnetic Resonance (SCMR) survey, 70% of members have seen growth in scans being performed and 22% have seen an increase of scans over 25%. Furthermore, 80% believe that CMR utilization will continue to grow at an annual rate of 10 – 20% over the next three years.

Driving this growth is the SCMR. The SCMR is the leading organization of global healthcare professionals committed to the further development and clinical application of CMR through education, quality control, research, and training. Our passion and commitment to educating referring physicians, seeking higher reimbursement, shortening exam times, and training providers have contributed to the growth of CMR.

The SCMR membership, which has grown to over 2,900, includes cardiologists, radiologists, physicists, and technologist with the majority working and practicing in hospital settings. As the leaders in CMR, the SCMR represents a very educated market that delivers and influences CMR research, education, and standards of clinical practice. They are involved in increasing levels of influence in all areas of medical imaging and cardiovascular healthcare.

Meet face to face with these high-level decision makers who buy and develop the products and services you deliver.
SCMR Demographics

Primary Specialty

- 49% CARDIOLOGIST
- 24% RADIOLOGIST
- 10% TECHNOLOGIST
- 7% SCIENTIST
- 5% OTHER
- 5% PHYSICIANS

Attendee Counts:

- 2015: 1,451 Attendees; Nice, France
- 2016: 1,305 Attendees; Los Angeles, CA USA
- 2017: 1,406 Attendees; National Harbor, MD USA
- 2018: 1,851 Attendees; Barcelona, Spain
- 2019: 1,416 Attendees; Bellevue, WA USA
SCMR Demographics

Global Membership

- United States: 46%
- Europe: 27%
- Asia: 13%
- Canada: 4%
- Australia: 4%
- Latin America: 3%
- Other: 3%

Membership Growth

- 56% of meeting attendees performed over 11 CMR cases per week
- 30% of meeting attendees attended for the first time

2015: 2,342
2016: 2,339
2017: 2,553
2018: 2,611
2019: 2,958
23rd Annual Scientific Sessions

Transforming Cardiovascular Care through Discoveries in Imaging

February 12-15, 2020 | Orlando, FL USA
Orlando World Center Marriott

Acquire and educate the most qualified leads in CMR at the Society for Cardiovascular Magnetic Resonance (SCMR) 23rd Annual Scientific Sessions. Share your newest technology, products, services, and career opportunities with the largest gathering of diverse and creative thought leaders from all over the world. More than 1,400 healthcare professionals and trainees attend the SCMR’s Annual Scientific Sessions to discover the latest solutions and developments, medical advances, clinical evidence, and breakthroughs in CMR technology.

Exhibiting at the SCMR’s Scientific Sessions Gives You a Competitive Advantage:
• Gain valuable face time with key decision makers from more than 20 countries
• Develop new product ideas by attending educational and scientific sessions
• Generate new leads and increase sales with exposure to more than 1,400 CMR professionals

Benefit from Exhibit Hall Traffic Boosters:
• 20 total hours (5.5 unopposed) of exhibit time provided throughout the meeting
• Beverage breaks will be rotated throughout the hall every day
• Poster presentations in the Exhibit Hall, drawing clinicians and scientists to the hall
• Listing in the official Scientific Session’s website and mobile app
EXHIBIT LOCATION

Orlando World Center Marriott
8701 World Center Drive, Orlando, FL USA 32821
Phone: (407) 239-4200

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

RESERVE EXHIBIT SPACE

Preview the available space and reserve your booth through the online exhibitor portal [here](#). Once you have completed the online application, an email will be sent to confirm your reservation.

If you have any questions about the booth arrangement or exhibit area, please contact Pete Pomilio, SCMR Chief Operating Officer, at (856) 423-7222 x237.

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.

MEETING WEBSITE AND MOBILE APP

The exhibitor directory and floor plan will be posted on the official meeting website as booths are reserved. The link to download the meeting app will be emailed to all attendees two weeks prior to the meeting. Both platforms include: exhibitor’s name, address, booth number(s), and description of product(s)/service(s).
**REGISTRATION**

This applies to those not taking an Exhibit Marketing Package.

- One (1) full conference registration will be provided to each exhibiting company per 10 x 10 booth at no additional charge.

- One (1) exhibit hall only registration per 10 x 10 booth will be provided without charge.

- Additional exhibit hall only badges are available for $150 each (no access to sessions).

All exhibiting companies will be required to adhere to show rules and regulations published on the official meeting website.

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**PREVIOUS EXHIBITORS**

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<thead>
<tr>
<th>Arterys</th>
<th>Materialise</th>
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<tbody>
<tr>
<td>Bayer Healthcare</td>
<td>Medis Medical Imaging Systems BV</td>
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<td>Cardiovascular Imaging Solutions LTD</td>
<td>Medtron AG</td>
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<tr>
<td>Circle Cardiovascular Imaging Inc.</td>
<td>MedVoxel Systems Inc</td>
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<td>Cohesic</td>
<td>Myocardial Solutions</td>
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<td>Diagnosoft, Inc.</td>
<td>Nano4Imaging GmbH</td>
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<td>EPflex</td>
<td>NeoSoft</td>
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<tr>
<td>Galgo Medical</td>
<td>Philips Healthcare</td>
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<td>GE Healthcare</td>
<td>Pie Medical Imaging B.V.</td>
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<td>Guerbet</td>
<td>Precision Image Analysis</td>
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<td>Heart Imaging Technologies, LLC</td>
<td>Siemens Healthineers</td>
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<td>HeartVista Inc.</td>
<td>TeraRecon</td>
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<td>Imricor Medical Systems</td>
<td>Canon Medical Systems</td>
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EXHIBIT KEY DATES

Exhibit Installation/Move-In Hours*
Wednesday, February 12 .......... 12:00 pm – 8:00 pm
Thursday, February 13 .......... 8:00 am – 12:00 pm

Exhibition Dates and Hours*
Thursday, February 13 .......... 12:00 pm – 8:00 pm
Friday, February 14 ............ 7:30 am – 7:00 pm
Saturday, February 15 .......... 7:30 am – 1:00 pm

Exhibit Dismantle/Move-Out Hours*
Saturday, February 15 .......... 1:00 pm – 6:00 pm

*Dates and times are subject to change. Please refer to the meeting website for up-to-date information.

Cancellation of Space
Friday, December 6, 2019 – Full refund if booth space is cancelled on or before this date. The SCMR maintains a 50% cancellation penalty.

IMPORTANT DATES TO MARK ON YOUR CALENDAR

JANUARY 2020

10
Company description deadline

10
Mobile app advertising deadline

JANUARY 2020

24
Exhibitor registration due

31
Bag insert and hotel door drop materials deadline
Scientific Session Marketing
& Sponsorship Opportunities

The SCMR offers several marketing and support opportunities for the Scientific Sessions to meet your needs. 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 Scientific Sessions would not be possible.

Symposia: $20,000*

These non-accredited one-hour programs, independently developed and directly supported by your company, are presented in an educational format designed to provide the attendees with insights into new developments and product offerings impacting CMR practice. This price includes the following benefits:

- One-hour access to host hotel room space for up to 250 attendees**
- Supply of standard audiovisual equipment in the room
- On-site signage outside of the meeting room
- Inclusion in the meeting website and mobile app
- Customized alert sent to all attendees via the meeting app
- One full conference registration

Product Theater: $10,000*

Partner with the SCMR to get your message out to the marketplace. Product Theaters provide a non-accredited, 30-minute session held during show hours where you can interact with attendees to demonstrate products, conduct focus group, or show brief educational presentation. This price includes the following benefits:

- 30-minute access to host hotel room space for up to 125 attendees**
- Supply of standard audiovisual equipment in the room
- Inclusion in the meeting website and mobile app
- One full conference registration

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

**SCMR does not guarantee headcount.
Conference Folders (exclusive): $7,500

Your company name, along with the conference logo, will be imprinted on the conference folders distributed to all attendees at registration.

Exhibitor Marketing Package: $8,000

Take advantage of our marketing package to bundle several highly effective opportunities into one. Package includes:

- One 10’ x 10’ inline booth
- Two full conference registrations
- Two exhibit hall only registrations
- One insert in attendee folder
- One time use of pre- or post-meeting mailing list (no emails provided)

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, is on the lanyard distributed to all attendees at registration and offers great exposure through the length of the meeting (SCMR will produce lanyards).

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 will produce key cards with company approval).
Coffee 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.

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 will not be listed in the final program book or conference app. Includes standard AV package.

Mobile Meeting App Advertising

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

- Landing Page: $4,000
- Banner Ad: $1,500

Meeting Folder Insert: $1,000

Opportunity to insert one-page item into the scientific session folder given to all attendees at registration.

SCMR Sponsored T-Shirt: $2,000

SCMR will be holding a 5k event during the Scientific Sessions to raise funds for the SCMR Research & Education fund. All contributing sponsors will have their logo acknowledged on event t-shirts. A portion of your support will be allocated to the fund, which goes towards supporting the SCMR travel awards, and Seed Grant.

PURCHASE SPONSORSHIP OPPORTUNITIES

Preview and purchase sponsorship opportunities through the online sponsor portal here.

If you have any questions about sponsorship opportunities, please contact Pete Pomilio, SCMR Chief Operating Officer, at (856) 423-7222 x237.
Foundations of Cardiovascular Magnetic Resonance – Level I SCMR Workshops

The Society for Cardiovascular Magnetic Resonance invites you to support the Foundations of CMR Workshops held in 2019:

Columbus, OH USA: July 13-14
New York, NY USA: September 7-8
San Francisco, CA USA: December 14-15

Join us as experts guide participants through the fundamentals of cardiovascular magnetic resonance (CMR), reflecting on the added value of using CMR in clinical practice. There will be an emphasis on the clinical applications of CMR, with review of the appropriate use criteria and patients who might benefit most from the unique technology. Clinical cases will be used liberally throughout the course to emphasize key concepts. In addition to Level I certification, participants will be eligible to claim CME credits for the time spent in the course.

Plan now to be a part of one or several workshops, which are the ideal platform to showcase your latest products, capture new leads, and give product demonstrations to an influential audience. The following opportunities are available for support:
Tier 1 - $10,000 (maximum of two); $9,000 for multiple workshops*

• Software/workstation provider
• Your company’s software will be used for case review sessions
• 15-minute software overview presentation
• One 6-ft. draped table
• Three complimentary registrations
• Acknowledged as “supported by” on all communication (website, email, on-site signage)
• Post event attendee list
• One complimentary banner ad in the SCMR monthly newsletter

*Cost of workstations divided among sponsors. Costs vary per workshop.

Tier 2 - $5,000; $4,000 for multiple

• 20-minute presentation
• One 6-ft. draped table
• Two complimentary registration
• Acknowledged as “supported by” on all communication (website, email, on-site signage)
• Post event attendee list

Tier 3 - $1,500; $1,000 for multiple

• One 6-ft. draped table
• One complimentary registration
• Acknowledged as “supported by “on all communication (website, email, on-site signage)
• Post event attendee list
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 CMR. The focus is on the creation of soundly developed, actionable projects designed to:

- Advocate globally for appropriate utilization and reimbursement
- Expand the availability and quality of physician education
- 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 an SCMR membership).

<table>
<thead>
<tr>
<th>Fee Structure &amp; Period (July 1 – September 30)</th>
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<tr>
<td>Founding Member Renewal: $10,000</td>
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<td>New Regular Member: $15,000</td>
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**Founding Members:**

- Arterys
- Bayer
- Circle Cardiovascular Imaging
- Cohesic
- GE Healthcare
- Guerbet
- 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**

- Private meeting with the SCMR leadership
- Five SCMR annual memberships
- One-time blast email sent to all Scientific Session attendees (the SCMR to circulate)
- Recognition of Platinum Level at the conference with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgement in the final program
- Recognition of Platinum Level on the SCMR website (home page) including web link
- Complimentary one-time use of the pre-registration and final attendee registration mailing lists
- Complimentary one-time use of the SCMR membership list
- One free banner ad placed on Journal of CMR website for one month
- One free ad in SCMR e-newsletter, distributed monthly

**GOLD LEVEL $30,000**

- Three SCMR annual memberships
- Recognition of Gold Level at the conference with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgement in the final program
- Recognition of Gold Level on the SCMR website (home page) including web link
- Complimentary one-time use of the pre-registered and final attendee registration mailing lists

**SILVER LEVEL $10,000**

- One SCMR annual membership
- Recognition of Silver Level at the conference with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgement in the final program
- 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
ABOUT SCMR

WHO WE ARE
The Society for Cardiovascular Magnetic Resonance (SCMR) is the recognized representative and advocate for physicians, scientists, and technologists who work in the field of cardiovascular magnetic resonance (CMR). The SCMR is the principal international, independent organization committed to the further development of CMR through education, quality control, research, and training.

MISSION
To improve cardiovascular health by advancing the field of CMR. We accomplish our mission through education, advocacy, networking, research, and clinical excellence.

VISION
The expanded recognition and utilization of CMR will improve cardiovascular health and outcomes.

CONTACT US
Please contact Pete Pomilio, SCMR Chief Operating Officer, at 856-423-7222 x237 or ppomilio@talley.com for any questions on information covered in this prospectus.