

55th Annual Meeting
Southwestern Chapter, SNM
March 19-21, 2010, Renaissance Worthington, Fort Worth, Texas

**Exhibition & Sponsorship
Prospectus**



An attractive venue and hundreds of great clients await you!
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Southwestern Chapter of the Society of Nuclear Medicine

Dear Exhibitor:

The Southwestern Chapter of the Society of Nuclear Medicine invites you to exhibit at next year's 55th Annual Meeting in Fort Worth, Texas March 19-21, 2010 at the Renaissance Worthington Hotel deemed "The Star of Texas" and located in historic Sundance Square.

Fort Worth is a great central location for our meeting and we anticipate attendance to exceed 500 for these reasons:

- Strong Educational Program – We will continue to bring in high-quality, nationally-recognized speakers in the development of an excellent educational program.
- Great Location – Fort Worth is centrally located, making it easily accessible to chapter members within our 5-state region.
- Four Diamond Accommodations – The Renaissance Worthington Hotel, located in historic Sundance Square, offers first class dining, shopping and entertainment all within walking distance.
- Your Support – Corporate representatives 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, Charlie Metzger at 830-257-0112 or email him at cmetzger@swcsnm.org.

Sincerely,

Tracy Brown, MD, PhD and Paul Hanson, CNMT
55th Annual Meeting Co-Chairs

Attendance Profiles (note the very strong Texas numbers)

City	Houston	L. Rock	Ft. Worth	Albuquerque	S. Antonio	Austin	OK City	Galveston
Year	2009	2008	2007	2006	2005	2004	2003	2002
Physician Total	106	59	93	64	112	108	81	117
Technologist Total	492	366	473	343	546	453	297	384
Attendee Total	598	425	566	407	658	561	378	501
Exhibit Staff	98	87	121	103	110	95	85	89

List of Exhibitors at our 54th Annual Meeting, March 20-22, 2009

Alliance Imaging, Inc.	Elsevier/Mosby/Saunders	NuTech, Inc.
AnazaoHealth Corporation	GE Healthcare	PETNET Solutions
Astellas Pharma US, Inc.	IBA Molecular	Philips Healthcare
BC Technical, Inc.	ISO-TEX Diagnostics, Inc.	Pinestar Technology Inc.
Biodex Medical Systems	Lantheus Medical Imaging	Prosolv Cardiovascular
Biodose	Lippencott, Williams & Wilkins	Siemens Medical Solutions USA
Bracco Diagnostics, Inc.	Medi/Nuclear Corporation, Inc.	Southwestern Imaging
Capintec, Inc.	MedImage, Inc.	Syntermed, Inc.
Cardinal Health	Medi-Nuclear Corporation	TIS – Technology Imaging
Covidien Imaging Solutions	MEDX, Inc.	Services
Cyclotope	MIMvista	The Gollman Group
Daxor Corporation	Naviscan	Translite/Veinlite
Eckert & Ziegler Isotope Products	Numed, Inc.	Universal Medical Resources, Inc

Exhibition Details

Exhibition Dates and Hours

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

Friday, March 19: 7:00 AM – 7:00 PM

Saturday, March 20: 7:00 AM – 1:00 PM

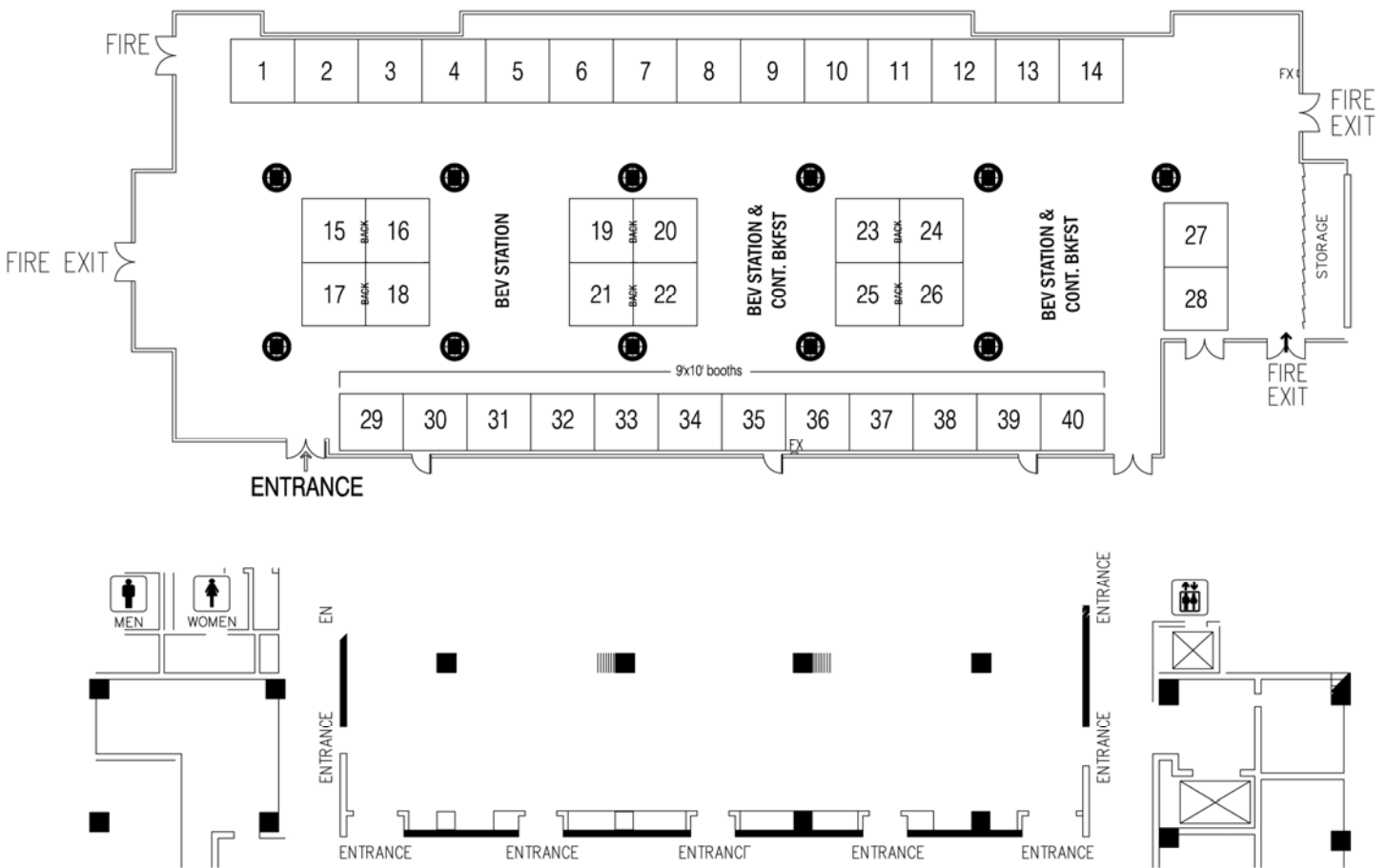
In addition to the customary Friday evening reception and 30-minute beverage breaks, gift raffles will also be held to encourage exhibition attendance. Please indicate whether you will be participating in the raffle.

Exhibit Booth Specifications

Booths 1-28 will be 10-foot by 10-foot booths. Remaining booths will be 10-foot wide by 9-foot deep.

All booths will have 8-foot high backwall drape and 3-foot siderail 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.

Diagram of Exhibit Hall Showing Directly-Adjacent Primary Meeting Space



Additional Exhibition Details

Cost of Space

Standard booth fees are \$1,250. Premium booth fees are \$1,500; premium fees apply to the following booth numbers: 16 - 29 and 40. These prices includes badges for three personnel, beverage breaks, a reception in the exhibit hall, and items previously detailed under the heading entitled, "Exhibit Booth Specifications."

Application for Space – Point System

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 (September 15, 2009)
- Two points for submitting application by second deadline (October 15, 2009)
- Two points for every year the company exhibited with the Chapter subsequent to our 2004 meeting
- Three points for every \$1,000 in grant support

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 mailed, 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 12:00 Noon on Thursday, March 18, 2010. It is the responsibility of each exhibitor to have their booth erected. All work must be completed by 9:00 p.m. Thursday for inspection.

Exhibitors may not dismantle nor do any packing before 1:00 p.m. on Saturday, March 20th. 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 5:00 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. Badges will be prepared in advance only for those individuals. **Official badges for exhibitors will be limited to three for each booth. Additional badges will be \$125 each.**

Official Decorator & Drayage Contractor

THE EXPO GROUP

Contact: Chris Balak

5931 w. Campus Circle Dr., Irving, TX 75063

Phone: 972-751-9159 / Fax: 972-751-9259

Email: cbalak@theexpogroup.com

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.

Application for Exhibit Space

Application for exhibit space at the 55th Annual Meeting of the Southwestern Chapter, Society of Nuclear Medicine indicates the applicant's willingness to abide by all accompanying exhibit terms and conditions and general regulations as well as additional, rules and regulations as the Chapter deems necessary to the success of the exhibition, provided these latter do not materially alter the exhibitor's contractual rights. **All Exhibit Space will be allocated based on the Priority Point System described in the Additional Exhibition Details.** If all choices of space have been allocated, the Chapter will assign what is considered best of remaining available space.

(Please Type or Print)

Firm Name _____

Contact (person to whom space assignment and invoice should be sent):

Name _____ Title _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

We would prefer, if possible, that our company *NOT* be located near the following companies:

We would prefer, if possible, that our company *BE* located near the following companies:

We prefer the following locations:

1st Choice: Booth No. _____ 2nd Choice: Booth No. _____ 3rd Choice: Booth No. _____

Booth price is \$ _____ Enclosed is our payment of \$ _____ (Minimum of 50% deposit).

Name of Firm (as you want it to show on the standard 7" x 44" identification sign):

Included in the cost of your space is a free write-up (limited to 50 words) of your products, equipment, or services. This information will be included in the Final Program that is distributed to all attendees. Please take the time to submit your description now.

A Description of What We Will Display-(50 words or less; please type or submit via email)

Authorized Signature _____ Date _____

Please indicate whether or not you will be providing a raffle gift. Yes _____ No _____

Payment Information:

Deposits (Min. 50%) will be taken until January 15, 2010 or until booth assignments are made. Full payment is due by March 1, 2010.

Check and Credit Card (MC and Visa) payments accepted. Please make checks payable to Southwestern Chapter, SNM and mail to Charles Metzger, Executive Director, Southwestern Chapter, SNM, 910 Pecan Street, Kerrville, TX 78028-3054. For credit card payments please call our office for details.

Educational Grants and Event Sponsorships

By providing an educational grant or event sponsorship, your company can gain added recognition at our 54th 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.

_____ **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 Exhibits page of www.swcsnm.org

_____ **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 Exhibits page of www.swcsnm.org

_____ **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 Exhibits page of www.swcsnm.org

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

- Company acknowledgment in the final program book

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

- Signs near beverage stations
- Company acknowledgment in the final program

Name _____ Title _____

Firm Name _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

Please make checks payable to Southwestern Chapter of the Society of Nuclear Medicine (Tax ID #75-1189350). Application should be signed and mailed to: Charles Metzger, Executive Director Southwestern Chapter, SNM, 910 Pecan Street, Kerrville, TX 78028-3054, Ph: 830-257-0112 Fax: 830-257-0119 Email: cmetzger@swcsnm.org

Tentative program schedule

Friday, March 19, 2010			
Time	Physician/Scientist Emphasis	CT Case Reviews	Technologist Emphasis
7:00	Continental Breakfast in the Exhibit Hall – Visit the Exhibits - Registration		
8:00	Plenary Session: Informed Consent in Nuclear Medicine , Lyn Mehlberg		
9:00	Plenary Session: Beyond Thyroid and Lymphoma , William Phillips		
10:00	Beverage Break – Visit the Exhibits		
10:45	PET/CT in the Diagnosis and Treatment Monitoring of Multiple Myeloma , Twyla Bartel		CT Basics for Nuclear Medicine Technologists , Dave Flanagan
11:45	Lunch – Visit the Exhibits		
1:00	Plenary Session: PEM Breast Imaging , Jean Ewing		
2:00	Hypoxia and Angiogenesis Imaging for Oncology , Joseph Rajendran		Reducing Radiation Exposure , Chuck Lazarre
3:00	Beverage Break – Visit the Exhibits		
3:45	PET/CT in Staging and Treatment Planning for Head and Neck Cancers , Jerry Barker	CT Case Review Session 1	The Evolution of Nuclear Medicine: How Did We Get Here? , Cybil Nielson
4:45	Optimizing PET/CT for Radiation Therapy Planning , Joseph Rajendran	CT Case Review Session 2	History of the NMTCB and Exam Development , David Perry
5:45	Reception in the Exhibit Hall		
Saturday, March 20, 2010			
7:00	Continental Breakfast in the Exhibit Hall – Visit the Exhibits - Registration		
8:00	Plenary Session: Imaging Myocardial Metabolism: Diabetes and Viability , Robert Gropler		
9:00	Plenary Session: Teamwork and Team-Building in Nuclear Medicine , Jay Harolds		
10:00	Beverage Break – Visit the Exhibits		
10:45	Parathyroid Scintigraphy: Pointing the Way for Success , Harvey Ziessman		Stress testing & Equipment Advancements in MPI , Danny Basso
11:45	Lunch – Visit the Exhibits (last opportunity)		
1:00	Plenary Session: Marketing Your Practice , James Brooks		
2:00	Imaging with Purpose: Answering the Clinical Questions in Adult and Pediatric Renal Scintigraphy , Shane Anderson		Cardiac PET , Robert Gropler
3:00	Beverage Break		
3:15	State-of-the-Art Gastric Emptying Scintigraphy , Harvey Ziessman	CT Case Review Session 3	MPI: Acquisition and Processing & Nuclear Cardiology Radiopharmaceuticals , Peggy Squires
4:15	After the Eggs: GI Scintigraphy from a Clinician’s Point-of-View , Kevin Olden	CT Case Review Session 4	Attenuation Correction in Cardiac SPECT, SPECT/CT & PET , April Mann
5:15	Chapter Business Meeting		
6:00	Reception on Worthington Terrace (additional registration required)		
Sunday, March 21, 2010			
8:00	Interesting Cases in Nuclear Medicine and PET/CT , Stanley Grossman		
9:00	Plenary Session: Appropriateness in Nuclear Cardiology: Doing the Best That We Can When We Should , Robert C. Hendel		
10:00	Beverage Break		
10:15	Special Considerations for Myocardial Perfusion Testing in Women , Robert C. Hendel		Advanced Practice for the Nuclear Medicine Technologist , Martha Pickett
11:15	Plenary Session: TBD		
12:15	Adjourn		

