

SBI ACR

BREAST IMAGING SYMPOSIUM

Sheraton Denver • Downtown Hotel



April 16-19, 2020

New for 2020

► LEARNING LABS

Learning Labs located in the Education Pavilion allow sponsors to host hands-on, non-CME interactive workshops on Thursday, Friday, and Saturday (afternoons only) with your own experts and equipment or software.

► GALA DINNER SPONSORSHIP

Celebrate SBI's 35th Anniversary and its Research & Education Fund. Be recognized – before, during, and after the event – for your support, while networking and entertaining clients and employees.



PAST EXHIBITORS

These exhibitors increased their presence in the breast imaging community at past annual meetings of the Society.

Advanced Medical Imaging Consultants, PC	Lunit, Inc.
American College of Radiology	MagView Healthcare Information Systems
Barco, Inc.	Mammography Educators, LLC
Bayer	Mammotome
BD, Formerly Bard	Marshfield Clinic Health System
Beekley Medical	MDocHaus
CancerIQ	Medicus Healthcare Solutions
Centra Medical Group	MEDNAX Radiology Solutions
Cianna Medical	Merit Medical Systems
CMR Molecular Imaging	Mermaid Medica, Inc.
DenseBreast-info.org	Mount Carmel Health System
Densitas, Inc.	MRS Systems, Inc.
Dilon Technologies, Inc.	Myriad Genetics, Inc.
EHRC Technologies	National Consortium of Breast Centers
Eizo	Oxford University Press
Elsevier, Inc.	Parascript
Elucent Medical	PenRad Technologies, Inc.
Envision Physician Services	Philips
European Society of Radiology (ESR)	PracticeLink
European Society of Breast Imaging (EUSOBI)	Radiology Partners
Faxitron	RadNet Management
Foundation Radiology Group USA, Inc.	RamSoft
Gamma Medica	Samsung
GE Healthcare	ScreenPoint Medical
Hitachi Healthcare	Sectra
Hologic	Siemens Healthineers
ICAD, Inc.	StatLife
iKonopedia	Supersonic Imagine
Imaging Technology News	Three Palm Software
INRAD, Inc.	The Women's Imaging Center
Intramedical Imaging	UPMC – Hamot
Koios Medical	Upstate Carolina Radiology, PA
Konica Minolta Healthcare Americas, Inc.	Visage Imaging
Koning Corporation	Volpara Solutions
Kubtec	
Laurel Bridge Software, Inc.	
LocumTenens.com	

On behalf of the Society of Breast Imaging (SBI) and the American College of Radiology (ACR), we invite you to participate in the 2020 SBI/ACR Symposium in Denver, Colorado.

The SBI/ACR Breast Imaging Symposium is the largest dedicated breast imaging conference in the world. Join us at the Sheraton Denver Downtown Hotel from April 16-19, 2020 (Exhibit Dates: April 16-18) to meet with over 1,000 breast imaging professionals attending from around the world.

This meeting provides a rare opportunity for radiologists, technologists, and medical physicists involved in breast imaging to come together, share the latest research and recommendations, and expand their skills and knowledge.

WHO SHOULD EXHIBIT?

We extend the invitation to both domestic and international companies that provide equipment, technologies, and/or specific services relating to breast imaging or radiology. Due to the demand for booths, auxiliary services such as local attractions, general interest, or promotional offerings may not occupy a booth. SBI reserves the right to terminate agreements with companies who do not fit these criteria.

HOW TO RESERVE A BOOTH

Booths and sponsorships must be contracted online. Click on the floor plan link to select a booth and begin the reservation process. <https://www.eventscribe.com/2020/SBI-ACR/exhibitors/index.asp?afp=QjA6YzIQXJxZzY>

After you have confirmed your participation, an email will be sent containing your company's personal login and password. You will use this information to log into your portal to complete tasks, payments, and uploads.

We are looking forward to another successful meeting next spring. We hope to see you there!

Continue or become a part of the list of organizations that support both the Society of Breast Imaging and the field of breast imaging!

TOP REASONS TO EXHIBIT



Connect with more than 1,000 scientists and other breast imaging professionals from around the world.



Target highly influential decision makers and opinion leaders.



Interact face-to-face with imaging professionals from across the U.S. and around the world.



Build visibility for your company in a competitive marketplace.



Expand your prospect base.



Strengthen existing customer relationships.



Introduce new products and services.



Generate new sales leads.



Give product demonstrations.

Benefits to SBI Exhibitors

1

Access to over 1,000 professional attendees

2

Four (4) complimentary exhibitor booth personnel registrations per 10' x 10' booth. Additional badges available at \$400 each

3

Complimentary email blasts to all attendees

4

Complimentary Listing in the Symposium Mobile App which directs attendees to your booth

5

Advertising opportunities in SBI Onsite Program and Mobile App

6

Opportunity to rent meeting space for hands-on demos in Educational Pavilion

7

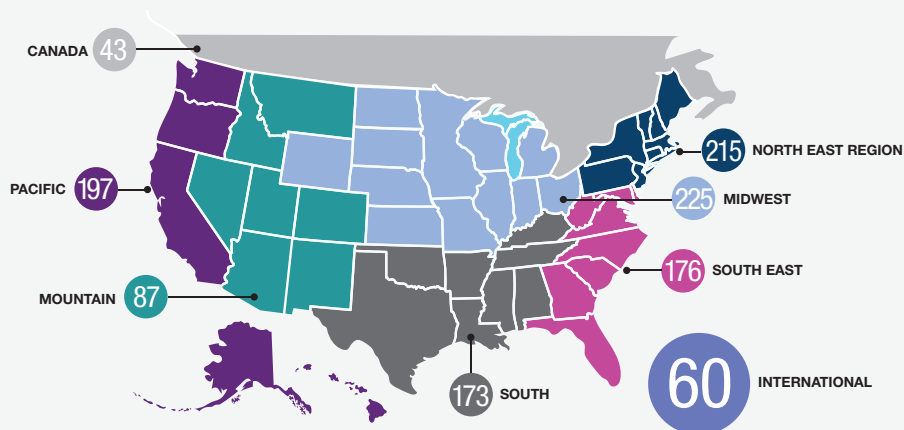
Enhanced Lunchtime Activities in Exhibit Hall with longer time to engage with attendees

8

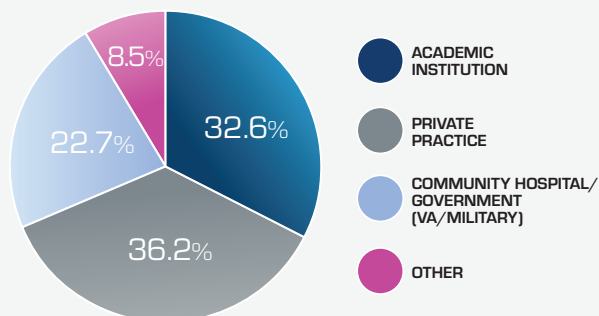
Subscription to the Monthly Exhibitor e-Bulletin, which contains helpful tips, resources, and reminders

ATTENDEE DEMOGRAPHICS

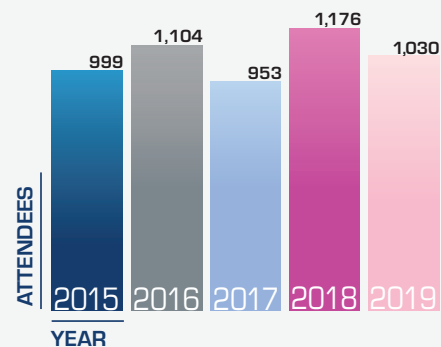
1. GEOGRAPHIC REGION



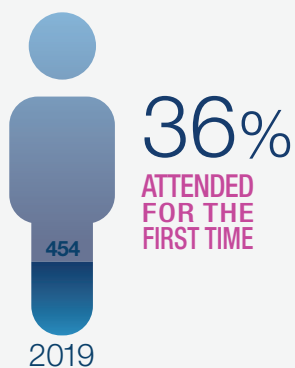
2. INSTITUTIONAL AFFILIATION



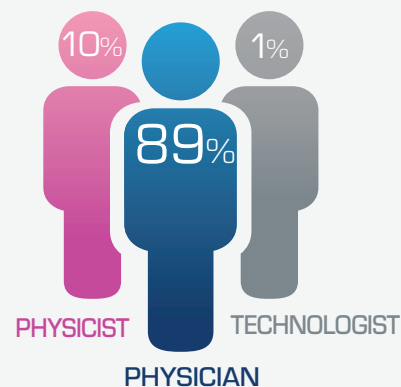
3. TOTAL NUMBER OF ATTENDEES IN EACH YEAR



4. FIRST-TIME ATTENDEES IN 2019



5. ATTENDEE JOB TYPE



GENERAL INFORMATION

Exhibit Hall hours are subject to change. Set up, tear down and registration hours will appear in the exhibitor service kit.

Exhibitors will have more than eight hours of dedicated exhibit hall time that does not compete with educational sessions. Complimentary refreshment breaks, lunches and receptions will be in the exhibit hall to maximize booth traffic.

EXHIBIT HALL MOVE-IN/MOVE-OUT

Wednesday	April 15	2:00 pm – 11:59 pm
Saturday	April 18	2:00 pm – 10:00 pm

EXHIBIT SHOW DATES AND TIMES

Thursday	April 16	11:45 am – 1:45 pm 4:00 pm – 5:30 pm
Friday	April 17	11:45 am – 1:45 pm 4:00 pm – 5:30 pm
Saturday	April 18	11:45 am – 1:45 pm

EXHIBITOR REGISTRATION HOURS

Wednesday	April 15	1:00 pm – 5:00 pm
Thursday	April 16	6:30 am – 5:00 pm
Friday	April 17	6:30 am – 5:00 pm

Industry Fees

10' x 10' Inside Booth
\$3,500

10' x 10' Corner Booth
\$3,750

Non-Profit Fees

(Coffee Breaks or Food Buffet) or Island Booth Spaces

\$39.50 per square foot

Non-Profit Rates

\$750

(See page 7 for restrictions)

Inline exhibit space packages include:

8' high back drape and 3' high side drape booth dividers in show colors (standard booth spaces). 44"x7" booth identification sign with company name and booth number (standard booth spaces). 24-hour general security in the exhibits. Aisle carpeting and nightly vacuuming of aisles.

VENUE

The 2020 SBI/ACR Symposium will be held at the Sheraton Denver Downtown Hotel.

**Sheraton Denver
Downtown Hotel
1550 Court Place
Denver, Colorado 80202**

Exhibits
Grand Ballroom

Exhibitor
Registration
Plaza Foyer

Electronic
Abstract
Kiosks
**Tower Foyer &
Plaza Foyer**

Plenary
Sessions
Plaza Ballroom

Learning
Labs
**Plaza Ballrooms &
Governor Square
15/16**

Important Deadlines

Dates are subject to change. Be sure to check the Exhibitor Service Kit and Exhibitor Bulletins for any updates.

NOVEMBER 2019

November 25 Exhibitor Prospectus released & floor plan available for viewing
Exhibits and sponsorship website open

JANUARY 2020

January 15 Email reminder and invoice set to exhibitors and sponsors with balance all final
January 24 Payments are due; Exhibitor Service Kit available
January 27 Company description, digital brochure and logo uploads due

FEBRUARY 2020

February 9 Staff badge list due
February 16 Deadline to submit renderings for island booth space (if applicable)
Deadline to submit EAC Form (if applicable) & Cert. of Liability Insurance

MARCH 2020

March 20 Advance shipments to the warehouse to begin
March 25 Discount order deadline for Brede and PSAV, hotel and lead retrieval
March 26 Deadline for staff badge changes

APRIL 2020

April 6 Deadline for advance warehouse receiving

MARKETING OPPORTUNITIES

SBI/ACR Symposium Sponsorship Opportunities

Sponsorship is an essential component for SBI to continue to host meetings that showcase research and further our educational outreach.

Enhance your brand visibility and increase engagement with your prospects by adding a sponsorship to your package. The greater your overall sponsorship contribution, the greater your benefits and ROI. Our program this year features new high-value benefits and exciting new sponsorship opportunities. Please see the next pages to learn more about our offerings.

Your Impact Isn't Limited to SBI 2020

Exhibiting or sponsoring offers unparalleled opportunities for global visibility for your company, but you can impact this well-informed, well-connected global community of professionals throughout the year.

Develop your partnership with SBI in 2020 with our array of year-round sponsorship opportunities.

- Advertise in or sponsor a Special Issue of the Journal of Breast Imaging, the only peer-reviewed academic journal devoted to this field
- Advertise on the meeting website
- Sponsor a Summer or Fall Webinar
- Support SBI's Research & Education Fund

See more information on page 10.

GOLD SPONSOR | \$20,000 AND ABOVE

- Logo recognition in the printed program and onsite signage
- Logo recognition in emails promoting the meeting
- Logo recognition on the SBI meeting website
- Recognition as the exclusive sponsor of the item or event you sponsor
- 2 Invitations to the President's Gala Dinner (Friday evening)

SILVER SPONSOR | \$10,000 - \$19,999

- Company name listing in printed program and onsite signage
- Logo recognition on the SBI meeting website
- Recognition as the exclusive sponsor of the item or event you sponsor
- SBI Symposium Sponsor ribbons for staff badges
- 1 Invitation to the President's Gala Dinner

BRONZE SPONSOR | \$5,000 - \$9,999

- Company name listing in printed program and onsite signage
- Logo recognition on the SBI meeting website
- Recognition as the exclusive sponsor of the item or event you sponsor
- SBI Symposium Sponsor ribbons for staff badges

NETWORKING AND CONNECTION

1

WINE & CHEESE RECEPTION | \$25,000 USD

Your chance to interact with the leaders of the breast imaging community! Sponsorship includes welcome remarks (up to 2 minutes), branded napkins and signage recognition.

2

RESIDENTS AND FELLOWS LUNCHEON | \$10,000 USD

Exclusive Luncheon for SBI Board of Directors and breast imaging leaders to network with radiology trainees.

3

REFRESHMENT BREAKS | \$8,000 USD/EACH

Show your support for attendees by sponsoring one of the 7 refreshment breaks! Sponsor recognition is displayed at 3 locations during AM and PM breaks.

4

RECHARGING STATION HUBS | \$7,500 USD/EACH

Exhibit Hall recharging stations. Sponsorship includes station, program listing and full-color logo on the hub.

5

ELECTRONIC ABSTRACT KIOSKS | \$5,000 USD

Electronic abstract kiosks will be stationed in the conference foyers. Enjoy your company logo and visibility at the kiosks!

INCREASE BRAND AWARENESS

WI-FI

\$20,000 USD

Sponsor will be acknowledged via color logo on the log-in screen.

DELEGATE CANVAS REGISTRATION BAGS

\$15,000 USD

(Co-Branded with SBI)

TRAVEL TUMBLER

\$5,000 USD

(Co-Branded with SBI)

PRESENT YOUR TECHNOLOGY OR DISCOVERY

THURSDAY, LUNCH AND LEARN | \$20,000 USD

Company-sponsored private luncheon with presentation.
(50 people limit, F&B and AV not included.)

FRIDAY OR SATURDAY, LUNCH AND LEARN | \$15,000 USD

Company-sponsored private luncheon with presentation.
(50 people limit, AV limited to standard projection package, F&B included.)

FRIDAY OR SATURDAY, SUNRISE SESSION | \$10,000 USD

Company-sponsored private breakfast with presentation.
(50 people limit, AV limited to standard projection package, F&B included.)

LEARNING LABS | \$8,000 FOR MEETING ROOM FOR 3 DAYS

Host an alternative learning option for attendees seeking hands-on interactive experiences. Restrictions apply. See details in Exhibitor Portal or contact SBI for info.

FOCUS SESSION | \$2,500

Company Focus Session or private event (limited to up to 30 people). Space is limited to Thursday, Friday or Saturday (morning) activities. SBI will provide meeting space. All AV and F&B will be coordinated directly with hotel.

INAUGURAL PRESIDENT'S GALA



Friday, April 17, 2020 Wings Over the Rockies

Join us for a celebratory evening to support the SBI Research and Education (R&E) Fund as we commemorate the 35th anniversary of the Society of Breast Imaging! The mission of the R&E Fund is to support the research and education of breast imaging professionals. Your partnership in sponsoring the opportunities below will ensure these deserving young professionals – the future of the society – have the access, support, and resources they need to excel.

GALA DINNER TABLE SPONSORSHIP: \$10,000

Includes 8 Gala tickets, program highlight and premier table seating. Your company will receive a dedicated acknowledgment and thanks before the Gala hosts announce the award winners of the evening.

GALA GIFT TO ATTENDEES: \$5,000

Sponsor the giveaway of a recently-published memoir of one survivor's journey with breast cancer, "Not Your Usual Boob: The Good, Bad, and Wonky of Breast Cancer." This sponsorship will provide prominent brand exposure on the exclusive event giveaway to all attendees. Contact SBI for additional details.

LOGO ON MENU: \$2,500

Your logo is prominently displayed on the Gala Dinner's menu as attendees peruse the options.



ADVERTISING OPPORTUNITIES

Extend your reach and promote your brand beyond the Exhibit Hall. Advertising opportunities are only available to exhibitors and sponsors.

MOBILE APP BANNER AD

\$3,000 Each

ONSITE SIGNAGE | ELEVATOR DOOR CLINGS (6 Opportunities)

\$3,500 Each

ESCALATOR CLINGS

Inquire with the SBI Team about pricing & location. Multiple or single vendor opportunities.

COLUMN WRAPS

Inquire with the SBI Team about pricing & location. Multiple or single vendor opportunities.

VENDOR OPPORTUNITIES

ELECTRONIC NEWSLETTER | \$2,000 USD

Limited to 10 companies, this email goes to all attendees two weeks prior to the meeting with your company description, logo and booth number.

ANNUAL MEETING PROGRAM ADVERTISING

An essential resource for SBI/ACR conference attendees. Nearly 1,200 attendees refer to the 25-page informative guide all week to plan their daily schedules. Limited ad space ensures your message stands out and drives more traffic to your on-site presence in the Exhibit Hall. Attendees often keep the Conference Program as a keepsake and as a reference guide increasing ad engagement after the event.

INSIDE FRONT COVER | \$5,000 USD
INSIDE BACK COVER | \$3,500 USD

LAST PAGE | \$2,000 USD EACH (FULL PAGE)
HALF PAGE | \$1,000 USD

GENERAL INFORMATION

PLEASE NOTE

The exhibit hall is carpeted, and exhibitors are not required to carpet their exhibit space. The ceiling height in the Ballroom is 10 feet in some locations. Please consult floor plan & limit exhibit to 9 feet in height in those locations.

FEES, PAYMENTS AND CANCELLATIONS

Booth space can be reserved by accessing the online exhibitor portal [here](#). A 50% booth deposit is due with your reservation, with 100% payment due by January 24, 2020. If space or sponsorship is secured after January 28, 2020, 100% payment is due at time of the signed contract.

On show site, exhibitor service kit & booth shipments will not be released until 100% of payment is received by SBI. Payment can be made by check in US funds, payable to the Society of Breast Imaging and mailed to SBI Exhibits, 1891 Preston White Drive, Reston, VA 20191. The SBI tax ID number is 22-2701-841. Please be sure to indicate your booth # on your check.

For a cancellation after the signed contract, 50% of the booth space fee will be retained by SBI. Credit card payments will be accepted, up to \$10,000. A balance amount over \$10,000 must be paid by check in US Funds (see above for check payment instructions).

EXHIBITOR SERVICE KIT

The exhibitor service kit will be available January 24, 2020. The service kit will include information from the general contractor, Brede Exposition Services, and other official contractors, including electricity, Internet, AV, etc. It is the responsibility of the exhibiting company to provide confirmation materials to the company/companies they have contracted for services. Show Management will not provide this information to third party vendors.

HOUSING

\$209 (City Room) single/double, plus applicable taxes. Resort fee is NOT included.

For reservations, please call 1-888-236-2427 (reference 2020 SBI/ACR Symposium) before the cutoff date, Saturday, March 2, 2020.

Online Reservations: <http://bit.ly/SBIHOTEL2020>

REGISTRATION

Exhibitors will receive four complimentary registrations per 10x10 booth space. Additional registrations in excess of the four complimentary registrations will be charged an additional fee of \$400 (which includes meals and meeting attendance.)

Please note that exhibitors who wish to apply for CME credits must pay a regular conference registration fee to comply with ACCME guidelines.

BOOTH SPACE ASSIGNMENTS

Booth space assignments are on a first-come, first-served basis. In the event of issues related to space requests or conditions beyond its control, SBI reserves the right to change the exhibit floor plan or relocate exhibiting companies.

NON-PROFIT EXHIBITORS

Exhibit space at the non-profit rate is limited. The SBI/ ACR Exhibits Committee has the responsibility of approving applications for non-profit exhibitors.

The organization must be a government entity or recognized by the IRS as a 501(c)3 charitable organization. The organization must have demonstrated support for breast imaging through financial contributions or provisions of infrastructure. The organization may not offer a product or service for sale on the exhibit floor. The non-profit rate is only available to booths in the Non-Profit Section. When space is no longer available in the Non-Profit Section, or if the organization chooses to be placed in another location on the floor, full exhibit rates will apply.

Any organization reserving two or more booths in the Non-Profit Section will pay the non-profit rate for the first booth and full rate for any additional space.

EXHIBIT RULES AND REGULATIONS

I. Eligibility to Exhibit

The exhibits are an integral part of the SBI/ACR Breast Imaging Symposium. Products and services to be exhibited must be related to the conduct of radiology and its practice. SBI reserves the right to accept or reject at its sole discretion any application to exhibit and to determine the eligibility of any proposed exhibit.

II. Agreement to Terms, Conditions and Rules

The exhibitor agrees to observe and abide by the Terms, Conditions and Rules set forth hereafter and by such additional Terms, Conditions and Rules made by the Society of Breast Imaging (SBI) for the efficient or safe operations of SBI/ACR Breast Imaging Symposium Exhibition (Show), including, but not limited to, those contained in the printed and online Exhibitor Information (Information), the Exhibitor Service Kit, and any correspondence from SBI or its agent(s). The exhibiting company will be held responsible for the activities of its employees and any agents appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations among its staff and affiliates.

III. Restrictions on Exhibit Space Use

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them and previously approved by SBI. The placement of booth materials and furnishings may not create a visual obstruction to the neighboring exhibitor. Solicitations or demonstrations by exhibitors must be confined within the boundaries of their booth. No person, firm or organization not having contracted with SBI for space in the exhibit hall will be permitted to display or demonstrate any products, processes, or services, or solicit orders or distribute advertising materials at the meeting. Any infringement of these regulations will result in the prompt removal of the offending person from the conference. Due to the layout of the Hotel, storage space is not available for display materials and/or show merchandise. At the conclusion of the set-up operation, all related equipment, crates, trash, etc. must be removed from the premises at least two hours before the start of the exhibit show.

The exhibitor will not be permitted to store packing crates and boxes in the booth or the exhibit areas during the exhibit show hours. If there are unsightly boxes/freight and/or storage behind booths, Exhibit Management will instruct Brede Decorating Services to remove boxes/freight and they will be stored elsewhere at the exhibitor's expense.

IV. Mailing List Use

Due to mailing list abuse in the past 3 years, SBI will not be sharing an attendee email list. Instead, all exhibitors or sponsors will be eligible for 1 pre-meeting email blast sent by SBI. The email content must be pre-approved by SBI prior to sending. Details on the email blast will be included in the exhibitor service kit instructions released on January 28, 2020.

V. Cancellations and No-Shows / Force Booth Set-up

For a cancellation after the signed contract is returned, 50% of the booth space fee will be retained by SBI. Notification of cancellation must be made in writing to SBI Exhibit Management via email at jleeper@sbi-online.org, or by mail at SBI, 1891 Preston White Drive, Reston, VA 20191. The email date, the date of the postmark, or the date the letter is submitted by a private express service will be the official cancellation date. In the event that no representative of an exhibiting company has setup the company's booth by 5:00 PM on Wednesday, April 15, 2020, SBI will instruct the show service contractor to assemble the booth and the exhibiting company agrees to pay for assembly charges.

VI. Indemnification

The Exhibitor agrees to indemnify, defend and hold harmless SBI, its officers, directors, agents, employees, and members, and the Sheraton Denver Downtown Hotel (both referred to as "INDEMNIFIED PARTIES") from and against any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failures to act, or negligence of the Exhibitor, or any of its officers, agents, employees, invitees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of these Terms, Conditions and Rules, or damage of any kind or nature arising out of or in connection with the exhibitor's use and/or occupancy of exhibitor space, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a registered trademark. The exhibitor further agrees that INDEMNIFIED PARTIES, shall not be held liable for, and are released from liability for, any damage, loss, theft, harm or injury to the person or property of the exhibitor of any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor.

VII. Fire Protection

Exhibitors must comply with all local fire regulations. Booth decorations must be flame-proofed, and all hangings must clear the floor. Electrical wiring must conform at all federal, state, and municipal government requirements. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, SBI reserves the right to cancel all or such part of the exhibit as may be irregular.

VIII. Insurance

Each exhibitor is responsible for maintaining such property and casualty insurance for its exhibit and display materials as the exhibitor shall deem adequate. Any policy providing such insurance must contain a waiver of any right of subrogation as to any claims against SBI, its officers, directors, agents or employees and Hotel, its owners, its operator, The Sheraton Denver Downtown Hotel. Each exhibitor must maintain general commercial liability insurance and workers' compensation insurance, each in an amount of not less than \$2 million (\$2,000,000) for any one occurrence, against claims for personal injury, death or property damage connected in any way with the exhibitor's participation in the exhibition. Such insurance must include coverage of the indemnification obligations of the exhibitor as stated in these Exhibit Rules and Regulations and must cover SBI and Sheraton Denver Downtown Hotel as an additional named insured. In addition, the insurance policy or policies must provide that coverage cannot be cancelled or reduced without at least ten (10) days prior written notice to SBI. The exhibitor shall provide SBI with an original certificate of insurance evidencing the maintenance of liability insurance complying with all requirements of this paragraph.

The exhibitor shall be liable to the host facility and/or SBI for any damage to the building and/or the furniture and fixtures contained therein, which shall occur through acts or omissions of the exhibitor.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Hotel's premises except for any claims, loss, or damages arising directly from the hotel's own negligence. Society of Breast Imaging will be responsible to negotiate the contract with its exhibitors.

IX. Force Majeure

If SBI should be prevented from holding the exhibition for any reason beyond SBI's control (such as, but not limited to, damage to the building, riots, strikes, acts of government, or acts of God) or if an exhibitor cannot occupy the assigned exhibit space due to reasons beyond SBI's control, then SBI has the right to cancel the exhibition or any part thereof, with no further liability to the exhibitor other than a refund of exhibit space fee, less a proportionate share of the exposition cost incurred.

X. Security

We ask that you honor all security rules which have been established to assure that your property is not lost or damaged.

A. Overall guard service will be provided by SBI for the exhibit period, but neither the guard service nor SBI will be responsible for loss or damage to any property for any cause.

B. No luggage will be allowed in the Exhibit Hall during move-in, exhibit operation or move-out. SBI reserves the right to inspect any package, box, handbag, or other means of conveyance leaving or entering the Exhibit Hall at any time. Anyone not allowing such inspection will not be allowed to enter with, or remove, uninspected property from the hall.

C. No one will be allowed in the Exhibit Hall before or after the published "open" hours without permission from SBI. Exhibitors must fully comply with pre and post exhibit hours regulations specified in the online Exhibitor Manual.

D. 2020 SBI/ACR Breast Imaging Symposium badges must be worn by exhibitors at all times during exhibit hours to gain entry to the exhibit space.

E. Work badges are valid only for setup and breakdown of the exhibits. They may not be used during exhibit hours.

F. Protection of your exhibit and property is your own responsibility. Each exhibitor must make provisions for the safeguarding of his/her goods, materials, equipment and display at all times. Also check your own insurance coverage.

EXHIBIT RULES AND REGULATIONS

G. Neither the management of the host facility nor SBI shall be liable for the damage, loss, or destruction to the exhibits or equipment, property and/or personal items by reason of fire, theft, accident, or other destructive causes. Exhibitor shall lease booth(s) at his/her sole risk. Neither the management of the host facility, SBI, nor any of their agents, servants, or employees will be accountable or liable for accidents to exhibitors, their agents, or employees.

H. Unusual activities or persons in the Exhibit Hall should be reported immediately to SBI staff or security.

XI. Exhibitor-Appointed Contractors

Exhibitors that wish to use a service contractor other than the official service contractor appointed by SBI must obtain advance approval from SBI in writing. The written request must include the contractor's name, address and phone number, name of supervisor to be in attendance and a certificate of insurance.

A. An exception to use an EAC will be granted only if it will not interfere with or prejudice the orderly set-up, interim services, or dismantling of the exhibition. No exception will be granted if it is inconsistent with the commitments made and obligations assumed by SBI.

B. The written request to use an EAC must be submitted to SBI Exhibit Management by February 16, 2020.

C. All EAC representatives must obtain badges by checking in at the SBI Exhibitor Registration Desk. No badges will be issued to EAC companies who are not pre-registered and for whom insurance certificates have not been submitted.

D. It is understood that the EAC shall be cosignatory to and in compliance with all applicable labor contracts and shall comply with all SBI exhibit rules and regulations. All employees, representatives or agents representing the exhibitor must be fully identified by official badges. If an exhibitor, with advance approval from SBI, plans to use a service contractor other than Brede Exposition Services, Inc., the exhibitor must submit to SBI an original certificate of insurance certifying that the contractor maintains commercial general liability insurance and workers' compensation insurance, each in an amount of not less than \$1 million (\$1,000,000) for any one occurrence, against claims for personal injury, death or property damage and that such coverage may not be cancelled or reduced without at least ten (10) days prior written notice to SBI.

XII. Booth Activities

A. Entertainment — The use of music, dancers, mimes or other similar entertainment will not be permitted in the Exhibit Hall.

B. Distribution of Food — Distribution of food other than hard candy or similar items will not be permitted without prior written approval from SBI Exhibit Management. All such items must be approved by the SBI Exhibit Management and must be distributed from the confines of the Exhibitor's booth.

C. Distribution of Printed Materials — Distribution of printed materials by an exhibitor is limited to their rented space in the Exhibit Hall. This restriction also applies to distribution of materials or placement of signs in the hotel(s) used by SBI to house registrants of the meeting.

D. Photography in the Hall — Picture-taking, other than by the official photographer, is prohibited during setup, dismantling and non-exhibit hours. Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to, photographing, videotaping or otherwise recording its presentations.

E. Special Effects — Audiovisual and other sound and attention-getting devices and effects will be permitted only if they do not interfere with the activities of neighboring exhibitors and must be approved in advance by SBI Exhibit Management.

F. Product Presentation — All products exhibited must be presented and marketed in strict compliance with all federal, state and local laws pertaining to the labeling and marketing of medical devices and/or drugs. Devices/drugs awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption), including but not limited to PMA and 510(k) devices, must be identified to SBI as such at the time of application for exhibit space. Documentation of compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices must be submitted to SBI with the space application. Failure to meet marketing and labeling standards will result in removal of the device/drug in question from the exhibit hall or forfeiture of exhibition space. **NO EQUIPMENT OPERATED IN THE EXHIBIT HALL MAY PRODUCE RADIATION AT ANY TIME DURING MOVE-IN, THE EXHIBIT PERIOD OR MOVE-OUT.**

G. Booth Privacy — All exhibitor activities in the Exhibit Hall must be confined to the exhibitor's allotted exhibit space. Exhibitors may only enter exhibit areas other than their own by invitation so that there is no misunderstanding about taking ideas and/or objects. Violators of this will be penalized with a reduction of points for future SBI meetings.

H. Smoking — Smoking is prohibited in the conference venue.

I. Prize Drawings - Prize drawings in booths are permitted if allowed under applicable state and local laws that govern drawings. Exhibitors are responsible for verifying compliance with such laws.

J. Giveaways — Exhibitors may distribute small, tasteful token gifts such as pens, notepads, etc. from their booth. Any debris resulting from giveaways or packaging will be cleared by the General Service Contractor at the exhibitor's expense. Giveaways must meet the appropriate American Council on Continuing Medical Education (ACCME) commercial support guidelines and have minimal monetary value. The following items are NOT approved: pen or pocket knives, pocket tools, badge holders, badge lanyards, and cameras.

K. Performance Licenses — Exhibitor will be solely responsible for obtaining any necessary licenses or permission to use any copyrighted works that exhibitor may use.

XIII. Function Space Requests

A. No hospitality functions or user meetings may be held during the program portion of the conference.

B. Exhibitor-only meetings may be scheduled any time during the conference. Exhibitors who wish to use the Sheraton Denver Downtown Hotel for meetings must submit a written request directly to SBI Exhibit Management. If you wish to use any non-official hotel, you may make arrangements directly with the hotel.

Registration & Badges

A. Each exhibiting company will be allotted four (4) complimentary personnel badges. Additional personnel will be charged at \$400.00 each (includes meeting attendance and associated meals).

B. Exhibitor Registration information will be available through the online exhibitor portal.

C. Exhibitor personnel badges are not to be issued to radiologists, press, suppliers, vendors or others who wish to gain admittance for the purpose of making contacts.

D. The official 2020 SBI/ACR Breast Imaging Symposium Exhibitor badge must be worn in the Exhibit Hall at all times. All setup and dismantling personnel must wear special work badges while in the hall. They may be obtained at the SBI Exhibitor Registration Desk.

E. Each individual exhibitor and/or exhibit representative will be responsible for procuring his/her 2020 SBI/ACR Breast Imaging Symposium badge at the SBI Exhibitor Registration Desk. They will not be distributed in bulk to one representative of the company.

F. Exhibitor company badges are not to be substituted for official 2020 SBI/ACR Breast Imaging Symposium badges. SBI badges are not to be defaced in any way.

G. No one will be admitted into the Exhibit Hall without the proper badge.

H. No one under 16 years of age will be allowed in the Exhibit Hall at any time. This includes children of exhibitors during set-up or tear-down hours.

XIV. Use of SBI's Name/Logo

The names, insignias, logos, and acronyms of SBI are proprietary and use of these items is prohibited without the written permission of SBI.

XV. Americans with Disabilities Act (ADA)

Exhibitors are responsible for compliance with all applicable provisions of the ADA for their booth space, including but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend SBI, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorney's fees and expenses) resulting from or arising out of the exhibitor's failure or allegations of the exhibitor's failure to comply with the provisions of the ADA Liability.