



# EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES

LE PALAIS DES CONGRÈS DE MONTRÉAL  
Montréal, Canada

APRIL

11-14

2024

**SBI**  
BREAST  
IMAGING  
SYMPOSIUM



IN AFFILIATION WITH CSBI



**SAVE  
WITH EARLY  
BIRD RATES:  
BOOTH REGISTRATION  
BY MAY 31, 2023**

# About SBI

## OUR VISION

Breast cancer mortality and suffering is minimized for patients, their families, and society.

## OUR MISSION

For members to be expert and authoritative breast imagers working in supportive practice environments who advance the highest quality of breast care via early detection, diagnosis, and treatment.

## GOALS

**EXPERTISE:** Breast imagers apply evidence-based, best-practice, multimodality care consistent with changing technology.

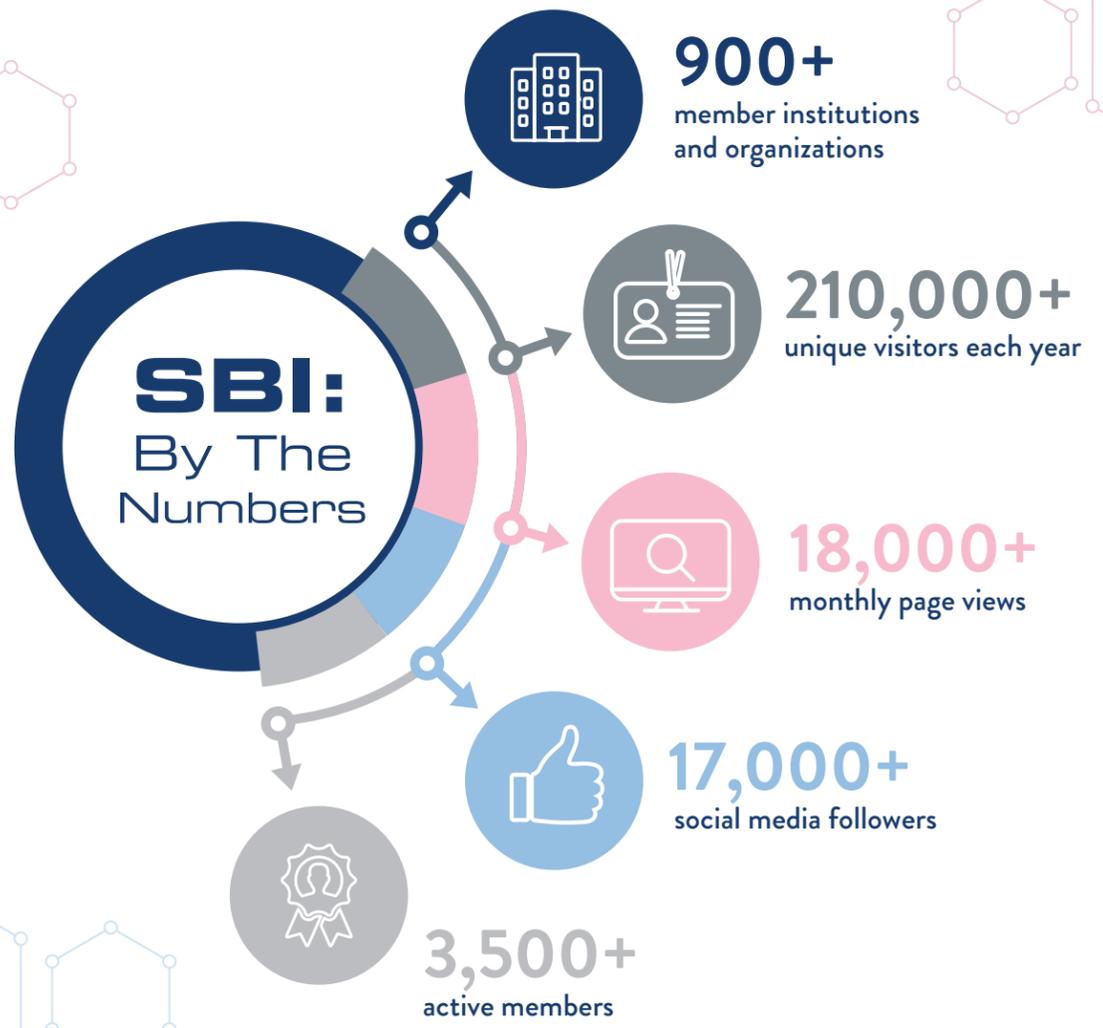
**INFLUENCE:** Breast imagers will be a recognized, respected, authoritative voice in multidisciplinary or multi-stakeholder conversations advancing the quality of the breast care continuum.

**PERSONAL AND PROFESSIONAL DEVELOPMENT:** Breast imagers are personally and professionally satisfied with their career, and trainees select breast imaging as a specialty.

**COMMUNITY:** Diverse, engaged, and supportive network of peers committed to advancing the science and practice of breast imaging.

# About The SBI Breast Imaging Symposium

FOR MORE THAN 30 YEARS, breast imaging professionals from across the country have come to the SBI Breast Imaging Symposium to learn about the latest developments related to all aspects of breast imaging practice, network with colleagues, and present their research findings. This is your once-a-year opportunity to demonstrate your brand's relevance to thousands of healthcare practitioners in one convenient location!



# EXHIBIT AT THE 2024 SBI BREAST IMAGING SYMPOSIUM

The Society of Breast Imaging (SBI) invites you to participate in the exhibits program taking place April 11-14, 2024. As an exhibitor or sponsor of the 2024 SBI Breast Imaging Symposium, you will have the opportunity to connect with a network of breast imagers in the private sector and academia, fellows and residents with a special interest in breast imaging, data scientists, technologists/technicians, physicists, and research scientists.

## WHY YOU SHOULD EXHIBIT

The Symposium offers the largest audience of breast imaging professionals at any meeting in the world.

It provides an excellent venue to share products designed for the breast imaging professional, recruit for radiology positions, or offer other services to attendees. Our attendees are physicians from breast centers and other radiologic disciplines, technologists, and medical physicists.

## LOCATION

Le Palais des Congrès de Montréal

159 St. Antoine St W 9th Fl  
Montréal, PQ H2X 1H2



## MEETING DATES

Pre-courses: Wednesday, April 10

Symposium: Thursday, April 11 – Sunday, April 14

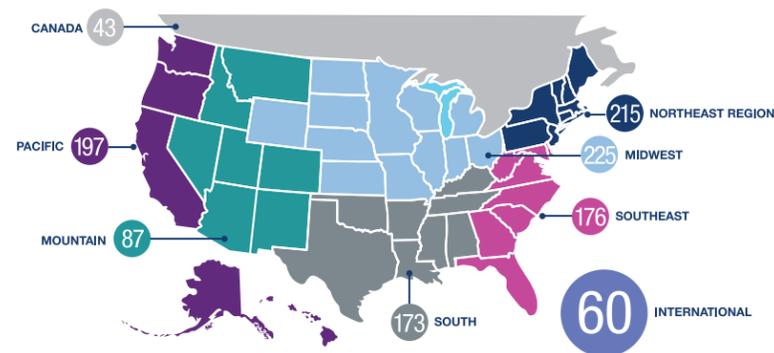
## PERFECT OPPORTUNITY TO:

-  **Generate** new sales leads
-  **Maximize visibility** for your company
-  **Network** with breast imagers from around the country
-  **Introduce** new products and services
-  **Advertise** to a wide range of attendees
-  **Increase** your marketing with branding opportunities

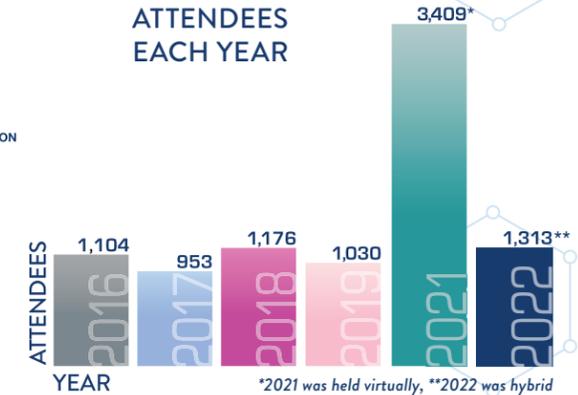
# SBI STATISTICS - ANNUAL MEETING

## REGISTRATION DATA

### GEOGRAPHIC REGION

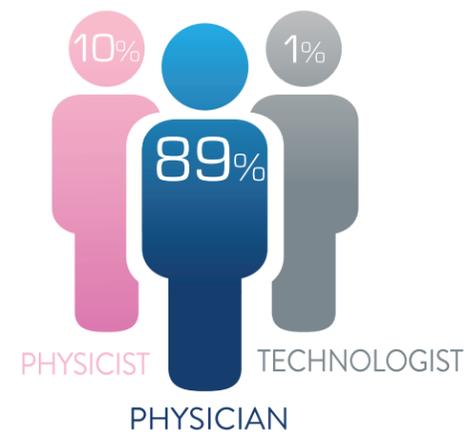


### TOTAL NUMBER OF ATTENDEES EACH YEAR



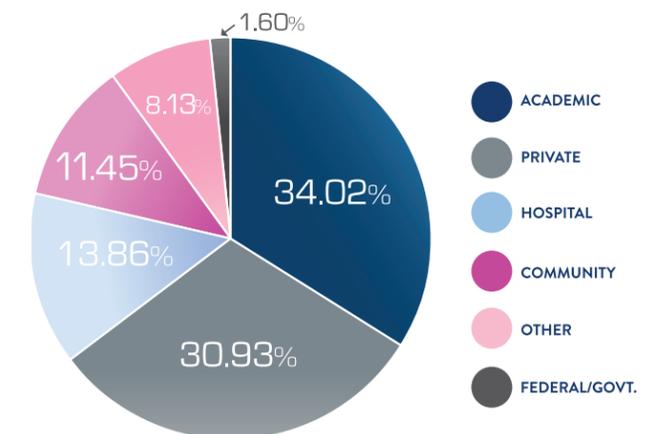
## DISCIPLINE

### ATTENDEE JOB TYPE



## PRIMARY WORK SETTING

### INSTITUTIONAL AFFILIATION



# Start Planning Today!

The SBI Symposium offers unparalleled opportunities to build business relationships with new and existing customers and gain visibility with thousands of key decision-makers and influencers. Strategically designed with our industry partners in mind, the schedule provides ample networking time in the expo hall throughout the program.



## EXHIBITOR INFORMATION

Exhibit booths are 10' x 10' or in multiples thereof. The exhibit rates are as follows:

SPECIAL ONSITE SBI 2024 SYMPOSIUM PRICING	
MAY 5 - MAY 31, 2023	
Commercial	\$4,000
Non-Profit	\$1,750
Corner Booth Fee	\$300
Island Fee	\$750

EARLY BIRD RATES	
JUNE 1 - DECEMBER 31, 2023	
Commercial	\$4,500
Non-Profit	\$2,500
Corner Booth Fee	\$350
Island Fee	\$900

STANDARD RATES	
AFTER JANUARY 1ST, 2024	
Commercial	\$5,000
Non - Profit	\$1,750
Corner Booth Fee	\$400
Island Fee	\$1,000

## EXHIBITOR TYPES

### COMMERCIAL:

For-profit organizations with an interest in radiology or those that supply services to radiology practices, medical centers, community or teaching hospitals.

### NON-PROFIT:

Non-Profit organizations may be medical associations, organizations affiliated with SBI member institutions, and advocacy groups with an interest in radiology. If you register for non-profit exhibitor status, you may be asked to provide your organization's IRS determination letter.

## BOOTH FEE INCLUDES

- 10-foot x 10-foot booth space
- Standard 7-foot x 44-inch ID sign
- 8-foot back drape & 36-inch side drape
- Four complimentary exhibitor badges (Additional badges are available at \$400 per badge)
- Listing in the Exhibitor Directory online and on the Event App
- Complimentary one-time use of pre- & post-conference mailing list First name, last name, Company and email.
- Recognition in the Onsite Printed Program

**Not Included:** Flooring/carpeting, electricity, wired internet, audiovisual equipment, lead retrieval, and other furnishings. Details are included in the Exhibitor Service Kit, which will be available 12 weeks prior to the Symposium. Exhibitors are required to have flooring/carpeting that covers their entire contracted space as your space does not come carpeted.

## BOOTH PAYMENT TERMS

50% Deposit is due within 14 business days of reservation with full payment due by February 1, 2024. You may select the option to pay by check through February 1, 2024. Check must be received within 2 weeks of application. Reservations made after February 1, 2024, must be followed by full payment by credit card or wire transfer payment (no checks will be accepted) within 14 business days.

## REFUND AND CANCELLATION POLICY

Cancellation requests must be submitted in writing to the SBI Expo Team. If written cancellation is received on or before February 1, 2024, the booth fee will be refunded less 50% of the contracted booth rental fee. No refunds or space reductions will be accepted after February 1, 2024.

## SCIENTIFIC POSTERS

Exhibitors are not allowed to display scientific posters within their booth space or anywhere throughout the meeting space. All posters must be submitted through the proper SBI channels and undergo review and approval by appropriate SBI leadership. Abstract submissions launch August 1, 2023.

## VEHICLE DISPLAY GUIDELINES

SBI welcomes companies interested in displaying a medical imaging related vehicle in the Exhibit Hall. Exhibitors interested in bringing their vehicle for display must have an existing booth space on the show floor and be able to comply with Show Rules and Guidelines required when displaying a vehicle.

### COST PER VEHICLE DISPLAY

<b>Registering June 1 – December 31, 2023</b>	<b>\$4,500</b>
<b>After January 1, 2024</b>	<b>\$5,000</b>

### REQUIREMENTS FOR ALL VEHICLES:

- Gas tank must be at ¼ tank or less (no exceptions)
- Battery must be disconnected on positioned in the Exhibit Hall
- Levy must spot all vehicles entering and exiting the Exhibit Hall
- Vehicle Keys must be left with Levy once the vehicle is placed during move in until the day of move out.
- All fuel tanks on display should be locked and sealed with tape to prevent the escape of vapors
- The starter battery of gas powered vehicles must be disconnected. Anti-theft devices and other accessories must be powered by an external source. Remove spark plugs when a secondary battery is not required to start the engine.

### ADDITIONAL COSTS

Not included above and will be at the Exhibitors own expense will include:

- Spotting fees, charged by Levy per vehicle
- Visqueen or Steel Plates, required by Convention Center
- Display items such as additional carpet, pipe and drape, furniture, floral, etc.

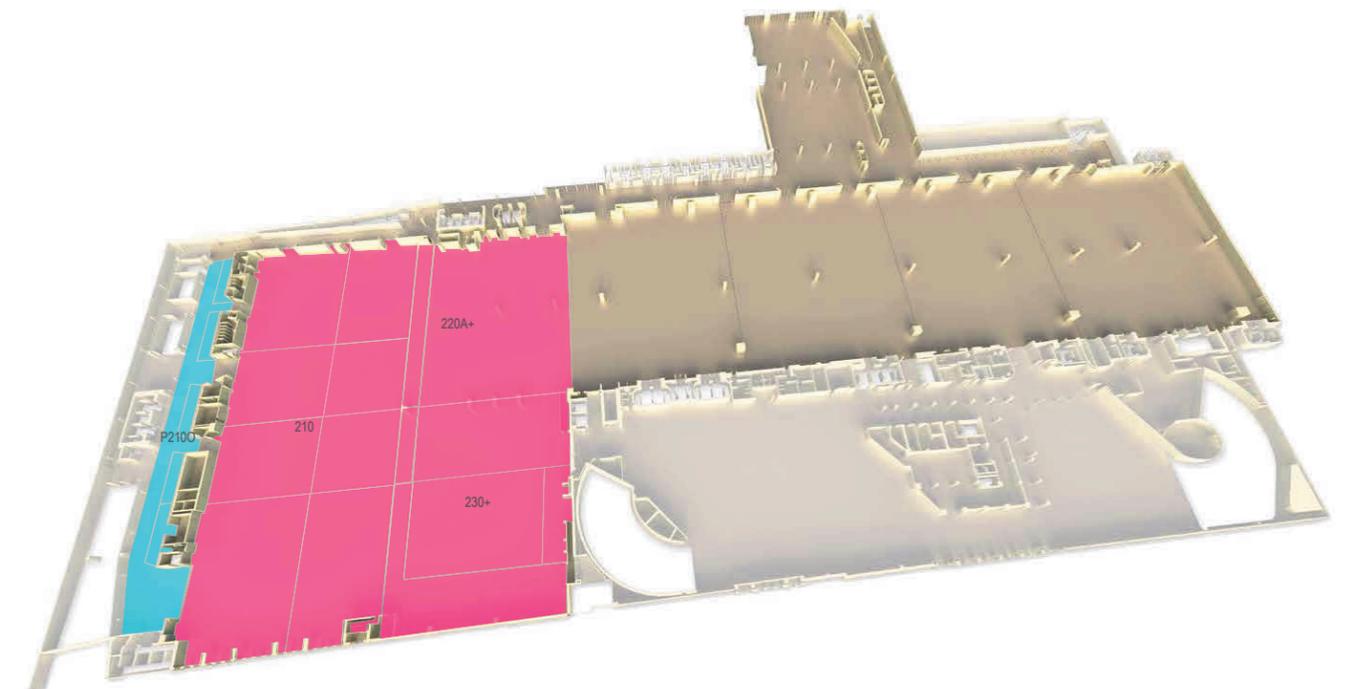
Please contact SBI Exhibits Team to confirm additional requirements, availability or additional questions at [Partnerships@SBI-online.org](mailto:Partnerships@SBI-online.org).



## 2024 SBI SYMPOSIUM

# Montreal Convention Center Floorplan

REGISTRATION  
EXHIBITION

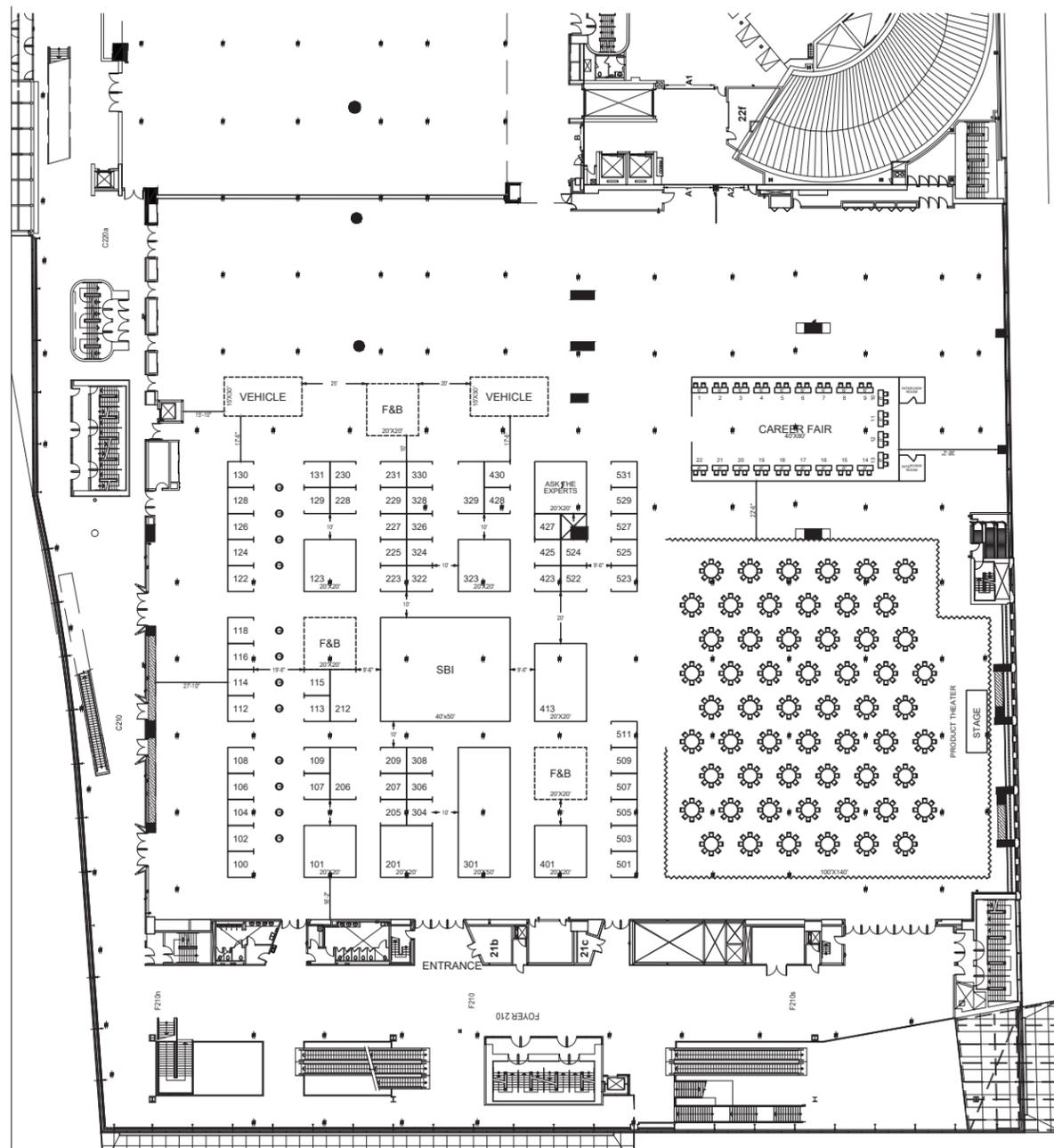


Level 2

Palais des congrès  
de Montréal  
congresmtl.com

## 2024 SBI SYMPOSIUM

# Exhibit Floorplan



# Annual Meeting Sponsorship Opportunities

Sponsorship and promotional opportunities bolster your company's image and help SBI provide attendees with valuable meeting resources and essentials while at the same time maximizing the percentage of qualified buyers and customers that are attracted to your booth. Any company wishing to sponsor at the 2024 SBI Breast Imaging Symposium must also be an approved exhibitor.

## SBI SPONSORSHIP TIERS

### DIAMOND SPONSOR | \$50,000

#### Diamond Only Benefits:

- 7 Complimentary Exhibitor Badges (above and beyond what comes with the booth)
- 5 Complimentary Full Conference Badge
- Full page Ad in the Program Guide

### PLATINUM SPONSOR | \$25,000

#### Platinum Only Benefits:

- 5 Complimentary Exhibitor Badges (above and beyond what comes with the booth)
- 3 Complimentary Full Conference Badge
- Full page Ad in the Program Guide

### GOLD SPONSOR | \$15,000

#### Gold Only Benefits:

- 3 Complimentary Exhibitor Badges (above and beyond what comes with the booth)
- 1 Complimentary Full Conference Badge

### SILVER SPONSOR | \$10,000

#### Silver Only Benefits:

- 1 Complimentary Exhibitor Badges (above and beyond what comes with the booth)
- 2 Complimentary Full Conference Badge

### BRONZE SPONSOR | \$5,000

#### Benefits for all Sponsor levels:

Companies who sponsor items during the 2024 Annual Symposium will have the first right of refusal ahead of the 2025 Annual Symposium.

- Logo recognition on Conference signage, website and mobile app (can also look at creating a special icon to add to Cadmium acknowledging their sponsor level)
- Social media recognition on SBI platforms
- PDF Brochure upload to virtual booth listing (can also give each level a different number of brochures they can upload)
- In-booth sponsor recognition (have Levy create floor stickers at each sponsors booth that says 'Platinum Sponsor', 'Gold Sponsor', etc.)
- Offered first right of refusal on sponsorships purchased the previous year, if they want to renew
- Corporate Relations Breakfast with SBI leadership (Invite for 2)

## INDUSTRY SPONSORED LEARNING

### INDUSTRY LEARNING LABS | \$20,000 (2 OPPORTUNITIES Thursday & Friday)

Give potential or current customers first-hand experience on your systems by offering user training and product instruction in a Vendor Workshop. Sessions are available for Thursday and Friday afternoon during Concurrent Educational Sessions. SBI makes no representations or guarantees of attendance size.

#### Inclusions:

- Exclusive access to Learning Lab room day of sponsorship (Includes 3 presentation opportunities from 1:30 – 5:00pm)
- Session description listed on the website
- SBI email promotion to attendees with all Industry Sponsored Learning (3)
- Signage onsite to include sponsor logo
- Session details in onsite printed program

### FOCUS GROUP | \$15,000

Collaborate with SBI to invite a specific group of up to 10 breast imaging professionals to participate in a sponsored focus group for a candid discussion aimed at product enhancements, marketing research, or other valuable first-hand insights from your target market. Sponsors will be provided with private space for up to 60 minutes during the conference.

#### Inclusions:

- Access to private meeting room to conduct focus group
- Collaboration with SBI Leadership to identify invitees
- Event communication and invitation management

### LUNCH & LEARN | \$15,000 (2 OPPORTUNITIES PER DAY)

SBI exhibitors can host a non-CME educational presentation or procedural instruction during the annual meeting. Lunch & Learns are invite-only, limited to 60 minutes. SBI will promote the workshop directly to its attendees, and the company is responsible for providing content and providing Door Monitors / Check-in staff, advanced signup, and RSVPs. SBI makes no representations or guarantees of attendance size.

#### Inclusions:

- Hot buffet lunch
- Basic AV – Screen, Projection, and Microphone Package
- Standard Classroom room configuration
- Session description on SBI meeting website
- SBI email promotion to attendees with all Industry Sponsored Learning (3)
- Signage onsite to include sponsor logo
- Session details in onsite printed program

## DIGITAL ADVERTISING

### CLICKABLE SBI MEETING WEBSITE BANNERS | \$3,000

Showcase your company with a rotating banner on the highly-viewed SBI registration website—the all-in-one online resource for annual meeting registration and information. The banner will rotate for the duration of the receipt date until 30 days post-meeting. Banners should be 320 x 1200 (acceptable formats are: .psd, .indd, .ai, .eps, .png). The SBI meeting site scales for device size, so we recommend limited text to ensure easy legibility across all devices. Includes clickable link to your selected company website.

See previous meeting website banners here:

### SBI SYMPOSIUM MEETING REFERENCE AND EXHIBIT GUIDE AD

The conference program is the must-have digital publication for all attendees looking to successfully navigate the SBI Breast Imaging Symposium & Expo. The program is one of the best ways to get your brand in front of all conference attendees.

LOCATION	SIZE	PRICE
Inside Front Cover, 4-Color	5.5" x 8.5" (bleed: 6" x 9")	\$3,500
Inside Back Cover, 4-Color	5.5" x 8.5" (bleed: 6" x 9")	\$2,750
Last Page (Full Page), 4-Color	5.5" x 8.5" (bleed: 6" x 9")	\$2,000
Half Page (horizontal), 4-Color	5.5" x 4.25"	\$1,000
Quarter Page (horizontal), 4-Color	2.75" x 4.25"	\$750

### MOBILE APP ADVERTISING | \$2,500 (4 OPPORTUNITIES AVAILABLE)

Place a rotating banner ad on the SBI mobile meeting app. Mobile app users can click through the ad to a full screen landing page of sponsor's designation. Each ad rotates every 5 to 8 seconds. Banners can be placed on the following areas of the mobile app: Expo, More Info, People, Posters, and Search.

REQUIRED IMAGES	(WIDTH X HEIGHT)
7:1 aspect ratio	1,080 pixels wide x 152 pixels high
11:1 aspect ratio	2,048 pixels wide x 180 pixels high
9:1 aspect ratio	1,920 pixels wide x 225 pixels high
13:1 aspect ratio	1,920 pixels wide x 152 pixels high

### Previous Program Ads:



## INCREASE BRAND AWARENESS

### WELCOME RECEPTION EXPERIENCES

*(Multiple opportunities available)*

Kick off this year's Conference right by promoting your company's presence directly to attendees as you welcome them to Montreal! Socialize with attendees as they wander through the unique experience at the Welcome Reception. Please contact us for additional information on these exciting new experiences! All meeting registrants and their guests are invited to attend. SBI, CSBI, CAR and guests. April 11, 2024, 5:00-7:00pm.

### RESIDENTS AND FELLOWS RECEPTION | \$10,000

*(Exclusive individual opportunity)*

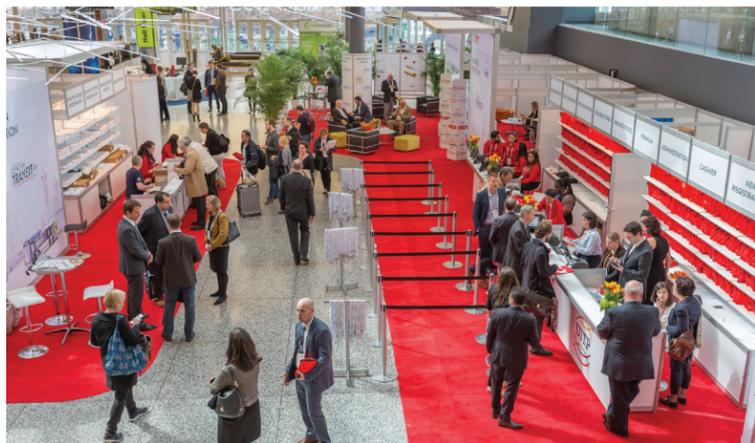
Exclusive reception for SBI Board of Directors, breast imaging leaders, and fellowship program directors to mingle and network with radiology trainees. Reception is Wednesday evening, April 10, 2024 5:00-6:30pm.

### MORNING COFFEE & AM REFRESHMENT BREAKS | \$7,500 EACH (4 OPPORTUNITIES)

Show your support for attendees by sponsoring one of the morning coffee services paired with the AM refreshment break! Sponsor recognition is displayed during Morning Coffee Service & AM Break. Contact us to customize a special refreshment snack or beverage that attendees will love! Opportunities could include bike powered Smoothies, Specialty Espresso Counter, Donut Carts, etc.

### PM SNACK & REFRESHMENT BREAKS | \$7,500 EACH (3 OPPORTUNITIES)

Show your support for attendees by sponsoring one of the refreshment breaks! Sponsor recognition is displayed during the PM Break. Interested in a fun unique afternoon refreshment snack or beverage that attendees will be waiting in line to try, Contact us for more details! Opportunities could include Fresh popped popcorn, Fresh baked cookies, etc.



### RECHARGING STATION HUBS

\$10,000 USD (3 OPPORTUNITIES)

All attendees need to RE-CHARGE! Make sure they know who made it happen. Sponsor 1, 2, or all 3 recharging stations. Sponsorship includes station, SBI Meeting Reference and Exhibit Guide listing and full-color logo on the hub.

### 360° PHOTO BOOTH | \$5,500

Say Cheese! This is not your ordinary photo booth! A 360-degree photo booth is actually a video booth recording 120 frames per second. Attendees go onto the platform, which is surrounded by a circling video camera that spins 360 degrees and captures slow-motion video. Not only is it fun for attendees, but it's also an ideal branding opportunity with your logo featured! Copies may be sent via email or text.

### SPECIALTY DESSERT STATION

\$8,000

Let's Take a Dip! Sponsor a fun unique dessert for reception goers to enjoy. Branded cupcakes, chocolate fondue station, are just some of the many options to choose from to add a touch of elegance and deliciousness to the Opening Reception! As the sponsor you'll delight attendees who will enjoy this wonderful dessert treats.

### SPECIALTY BEVERAGE | \$8,000

Customize a beverage for the Opening Reception! As the sponsor you'll have the opportunity to select the type of beverage served to attendees throughout the evening. For an additional cost, this sponsorship can include a special cup emblazoned with your logo as well as cocktail napkins. Not only is this sponsorship fun, it's highly visible as attendees will be carrying around your beverage as they wander through the Exhibit Hall!

### ACTIVATIONS | \$8,000

Choose from an assortment of fun activations attendees can experience while enjoying the Welcome Reception. Try your hand at a claw machine or drop a plink disk to win a prize, or take a moment to de-stress and color a custom curated event banner.

### MUSICAL ENTERTAINMENT | \$7,500

Start the evening off right by supporting the musical entertainment for the Welcome Reception. Whether it is a band or a DJ Attendees will be sure to thank you for a fun evening.

### CONFERENCE TOTE BAGS | \$9,500

Receive maximum attention with your logo featured on the official SBI conference tote bag! Provided to all attendees at registration, the Conference tote bag is a handy way for attendees to carry all the items they need to have a successful conference.

### CONFERENCE TOTE INSERTS

\$1,500 EACH

Each conference attendee receives a complimentary bag that is distributed at registration. Ensure your company's branding and messaging are included in this bag! Your insert can be a flyer, a promotional item, or another small item that can fit into a standard-size tote bag. Items for this sponsorship will need to be approved by SBI prior to shipping to the Annual Meeting and must arrive by the set deadline, confirmed once sponsor is signed up.



## SIGNAGE

### BRANDED HOTEL KEY CARDS

\$10,000 PER OPPORTUNITY  
(3 OPPORTUNITIES)

### LOBBY CLING – 36 SQ FT

\$1,350 PER CLING  
A LIMIT OF 2 CLINGS MAX PER COMPANY

### DIRECTIONAL SIGN | \$1,750 PER SIGN

Have your message featured on one side of a Directional Meterboard that helps attendees find their way through the Convention Center.

### DOOR CLINGS

\$2,200 PER DOOR CLING  
A LIMIT OF 2 CLINGS MAX PER COMPANY

### RAILING CLINGS | \$1,750 PER CLING

A LIMIT OF 2 CLINGS MAX PER COMPANY

### COLUMN WRAPS

\$3,100 PER COLUMN

### WALL CLINGS | CALL FOR PRICING

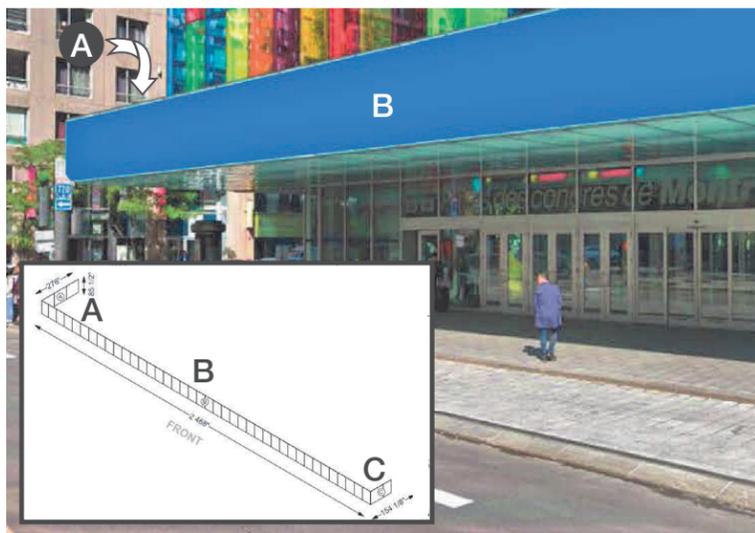
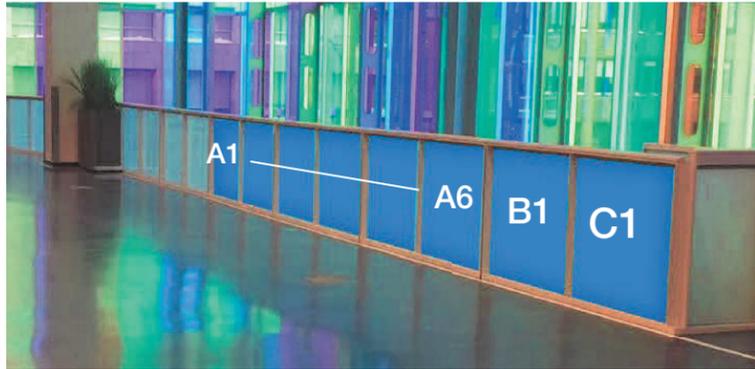
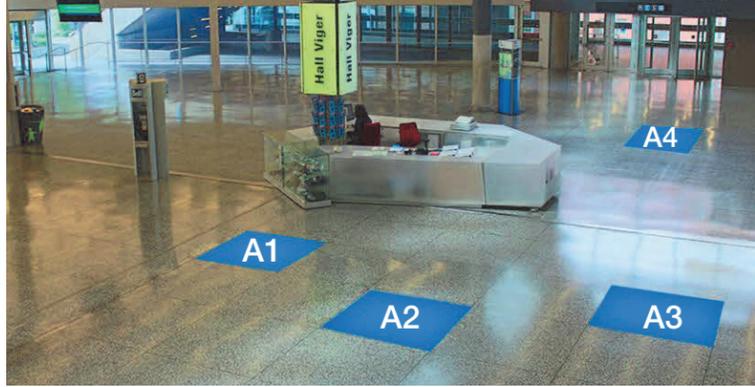
Expand your company's awareness by posting messaging in select areas of the Convention Center that Attendees will see as they walk between Session Rooms and the Exhibit Hall. Wall Clings will be located in select space around the Convention Center to comply with SBI's CE Accreditation policies.

### HANGING AISLE SIGNS | \$6,000

These signs are featured in the Exhibit Hall to identify each aisle exhibitors are located in. At the bottom of the sign will be your message for attendees to see as it hangs high above in the Exhibit Hall.

### OUTDOOR BANNER | \$10,000

Welcome Attendees to the 2024 SBI Breast Imaging Symposium by having your message hang from the outside entrance to the Convention Center.



### STAIRWAY | \$9,000

Your message will be front and center to attendees as they climb the stairs to and from their sessions throughout the day.

### ESCALATOR CLINGS

CALL FOR PRICING

Have your message to attendees featured along the escalators attendees will use to move between the Exhibit Hall and Session levels.



## NEW OPPORTUNITIES FOR 2024!

### EXHIBITOR MEETING SPACE

\$3,500 FULL DAY RENTAL (8A – 5P)  
\$1,750 (8A-12P OR 1-5P)

Need to host a meeting? Reserve private meeting room space beginning Wednesday outside the Exhibit Hall for internal or hosted meetings and events. Signage is available per request for an additional fee. Meeting rooms and Audio Visual will be preset with a specific room layout. Any special requests for changes to the room set or Audio Visual will be reviewed but is not guaranteed. Any Audio Visual changes or Catering will be the responsibility of the exhibitor/sponsoring company.

### EXHIBIT HALL VIP HOUR | \$2,500

Increase your exhibit booth investment by hosting a private event following Exhibit Hall hours on Thursday or before the Exhibit Hall opens on Friday. Hand select attendees to receive a special invitation to visit your booth for dedicated conversation and demonstrations.

### KEYNOTE SPONSORSHIP OPPORTUNITIES

BIO PAGE OF KEYNOTE | \$2,000

Be featured in the Program by sponsoring the Bio Page for the Keynote Speaker. Each attendee will receive a copy of the program and see your company's support with SBI for the Keynote Speaker.

### MOBILE APP PUSH NOTIFICATIONS

\$500 PER PUSH  
(10 OPPORTUNITIES AVAILABLE)

Send a text alert to every attendee through the Conference app! This alert pops up on each attendee's device with the app. Remind attendees to visit your booth, announce a giveaway or showcase a product demonstration window. Only 10 opportunities are available and each company is limited to no more than two notifications. Character limit is 100 characters.

### CONFERENCE WI-FI | \$10,000

Help Attendees stay up to speed with sponsoring the Conference Wi-Fi at the Montreal Convention Centre. Sponsor is provided a welcome splash page when Attendees login so they know who to thank for their speedy connection while attending SBI 2024. Sponsor will also be acknowledged during Housekeeping slides when mentioning how to access the Conference Wi-Fi.



## HEADSHOT LOUNGE | \$7,500

Everyone enjoys updating their Headshot to stay current in the current workplace.

## CONFERENCE LANYARDS | \$5,000

Have your logo featured alongside SBI's Logo on the Conference Lanyard that all attendees will be wearing at the 2024 Annual Meeting.

## HAND SANITIZING STATIONS OR MINI TRAVEL BOTTLES | \$4,500

## CONFERENCE PENS | \$2,000

Attendees enjoy being able to have a keepsake from the Annual Meeting that they will not only use onsite to write notes but also to keep using well after the Conference has concluded. Put your name in the hands of Attendees and sponsor a special Conference branded Pen.

## VIP LOUNGE (INVITE ONLY) | \$15,000

Host a special lounge on the Exhibit Hall floor where you get to invite your key customers or prospective customers for a meet and mingle space they can enjoy. Light beverages will be provided to help your special invitees refresh and hydrate throughout the day.

## VIP RESTROOMS | \$7,500

Treat attendees to the home away from home experience while attending this year's Conference. A dedicated attendant will be present to help attendees feel freshened after using the Centre's facilities with fancy soap and lotions, mints, and comfy seating.

## WELLNESS MENTAL HEALTH BREAKS

Learning and networking can be exhausting. Attendees will appreciate the opportunity to relax in a quiet space with unique seating. As the sponsor you can take this time to get to know attendees better and build your network. Plus, add your sales literature for attendees to take with them to learn more about your company!

## CHAIR MASSAGES | \$5,000

## PAWS FOR A BREAK | \$7,500

## QUIET SERENITY ROOM | \$7,500

## SUSTAINABILITY INITIATIVES

Align your company with sustainability and carbon-neutral initiatives at this year's Conference. Sponsor sustainability focused hydration stations located through the Centre, reusable water bottles provided to attendees in an eco-friendly Conference tote, or the Recycling and Trash bin sorting station located in the Exhibit Hall. Collaborate with us to bring custom ideas to the Conference to showcase your company's efforts with sustainable action.

## SORTING STATIONS | \$7,500

## WATER STATIONS | \$7,500

## REUSABLE WATER BOTTLES | \$10,000

## ECO-FRIENDLY CONFERENCE TOTE BAG | CALL FOR PRICING

# SBI *President's Dinner*

APRIL 12, 2024 | ST. JAMES THEATRE

Going into its third year the SBI President's Dinner will be held on Friday, April 12, 2024. The President's dinner honors the SBI Gold Medalist, Honorary Fellow and Scientific Abstract winners. Join us as a sponsor for the evening to support the awards winners and the SBI Research and Education Fund. All President's Dinner sponsors will be recognized in pre-event communications, key signage, printed program and event webpage.

Immerse in the enchanting evening of sophistication at the SBI President's Dinner at the St. James Theatre! The spotlight is on networking with peers and paying tribute to this year's award recipients as we invite you to don your finest cocktail attire for an unforgettable night. The dance floor awaits, and we invite you to revel in the joy of the moment. Prepare to be captivated, inspired, and dance until the night's experience transforms into lasting memories!

## TABLE SPONSORSHIPS

**RESERVED PREMIUM TABLE OF 8 | \$5,000 EACH**  
Companies receive logo placement on table signage, main stage screen and overall sponsor recognition.

**BAR SPONSORSHIP | \$5,000**  
Sponsor three of the offered Bar locations throughout this evening's dinner event. Have your logo displayed on these bars that offer attendees a variety of refreshments throughout the evening.

**VIP HOUR ON MEZZANINE LEVEL | \$10,000**  
Create a one-of-a-kind experience during the VIP Hour on the Mezzanine Level of the St-James Theatre. Receive exclusive access to the VIP Hour for your team and select guests your team invites to enjoy. The Mezzanine room looks out over the Ballroom of the St-James Theatre where the SBI President's Dinner is being held.

## ADDITIONAL ADD ON'S:

**VIP ENTERTAINMENT PERFORMERS | \$10,000**  
Join us in the VIP space on the Mezzanine level of the St-James Theatre. Performers will be displaying their talents or helping distribute beverages and snacks during this VIP experience before the evenings events kick off.

**SIGNATURE BEVERAGE | \$3,500**

**PHOTO STATION W/STEP & REPEAT | \$3,000**

**ENTERTAINMENT SPONSOR | \$10,000**  
Dance the night away and have your company logos displayed on the dance floor that attendees will be enjoying throughout the evening. Sponsor will be acknowledged with the introduction of the entertainment.

**SIGNATURE BEVERAGE & NAPKIN | \$7,500**  
The Signature Beverage of the evening will bring a memorable experience for the evening as attendees head to the two dedicated bars serving your special beverage. Drinks will be served with a napkin with your logo featured on it.

**DESSERT STATION & NAPKIN | \$6,500**  
This sponsorship will include your company logo on napkins which attendees will use while they enjoy the delicious treats available for dessert.

**360 PHOTO BOOTH | \$5,500**  
This is not your ordinary photo booth! A 360-degree photo booth is a video booth recording, 120 frames per second. While Attendees are on the circular platform a camera will spin 360 degrees to capture a fun memorable slow-motion video. Not only is it fun for attendees, but it's also an ideal branding opportunity with your logo featured! Copies may be sent via email or text.

**CHAMPAGNE FLUTE GIVEAWAY | \$4,500**  
Send attendees off with a special glass stemless champagne flute to commemorate the evening.

**COAT CHECK | \$2,500**  
Exclusive sponsorship opportunity for the coat check service at the SBI President's Dinner. As the official Coat Check Sponsor, your brand will be prominently featured in the designated coat check area, creating a lasting impression on attendees throughout the event.

# Thank You TO OUR PREVIOUS EXHIBITORS!

These exhibitors increased their presence in the breast imaging community at past annual meetings of the Society. SBI is excited to offer an expanded and varied program of conference sponsorships, support, and advertising opportunities for the 2024 SBI Breast Imaging Symposium. Any company wishing to sponsor at the 2024 SBI Breast Imaging Symposium must also be an approved exhibitor.

We look forward to the continued support from those companies who have made possible many of the services and activities described in this section and welcome participation by new sponsoring companies or organizations.

## PREVIOUS EXHIBITORS INCLUDE:

American Association for Women In Radiology	Elucent Medical	LocumTenens.com	RadNet Management, Inc. / BRMG
American College of Radiology	Envision Physician Services	LucidHealth	Royal Solutions Group
Arterys	European Society of Breast Imaging (EUSOBI)	Lunit Inc.	Samsung
Atlantic Health System	European Society of Radiology (ESR)	MagView	ScreenPoint Medical
Barco Inc.	Fujifilm Medical Systems USA, Inc.	mammo.com	Sectra
Bayer	GE Healthcare	Mammography Educators	See-Mode Technologies
BD	GE Healthcare Ceriana	MammoScreen by Therapixel	Self Regional Healthcare
Beekley Medical	Guerbet LLC	Mammotome	Seno Medical Instruments, Inc
BluBox Medical	Hologic Inc.	Medecom	Siemens Healthineers
Bracco Diagnostics Inc.	iCAD	Merit Oncology	Sirius Medical
Breast Imaging Fellowship Consortium	IceCure Medical	MOLLI Surgical	SmartBreast
Brown's Medical Imaging	Ikonopedia, Inc.	Montclair Breast Center	Sonic Healthcare USA, Anatomic Pathology
Canon Medical Systems, USA	INRAD	MTMI - Medical Technology Management Institute	SuperSonic Imagine
Charlotte Radiology	iSono Health	Myriad Genetics, Inc.	Therapixel Inc.
Clarix Imaging Corporation	Izotropic Corporation	Natera	Three Palm Software
clinical expo	Kaiser Permanente / The Southeast Permanente Medical Group	National Consortium of Breast Centers	United Imaging
CMR Molecular Imaging	Kheiron Medical Technologies	NeoDynamics AB	UPMC Hamot
CureMetrix	Koios Medical	Nuance Communications	UT Southwestern Medical Center
DeepHealth	Konica Minolta Healthcare Americas, Inc	Oxford University Press	Visage Imaging
Delphinus Medical Technologies, Inc.	Koning Corporation	Pathline Labs	Volpara Health
DenseBreast-info.org	KUBTEC Medical Imaging	PenRad Technologies, Inc.	vRad (Virtual Radiologic)
Densitas	Laurel Bridge Software, Inc.	Philips Healthcare	Watson Clinic, LLP
DetectedX	LG Electronics U.S.A., Inc.	RAD-AID International	Whiterabbit.ai
Dextro Imaging Solutions		Radiology Associates of North Texas	zero gravity
		Radiology Partners	

# SBI EXHIBIT RULES AND REGULATIONS

As a condition of exhibiting, and when applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in the Exhibitor Prospectus. The rules and regulations have been prepared to serve the interests of the exhibitors and attendees, with the goal of creating and maintaining a productive experience for all. Cooperation will ensure mutual success. Violations of these Rules and Regulations will subject the exhibiting company to immediate removal from the meeting, and exclusion from future SBI Meetings.

## ELIGIBILITY TO EXHIBIT

The exhibits are an integral part of the Society of Breast Imaging (SBI) Symposium. Products and services 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.

## U.S. FDA REGULATIONS

SBI requires that 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. Exhibitor agrees that they are in compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices. Questions should be directed to the FDA at 301.443.1544. NO EQUIPMENT OPERATED IN THE EXHIBIT HALL MAY PRODUCE RADIATION AT ANY TIME DURING MOVE-IN, THE EXHIBIT PERIOD OR MOVE-OUT.

## 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 SBI for the efficient or safe operations of SBI Annual Meeting (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.

## EXHIBITS, ELIGIBILITY, ASSIGNMENT & RELOCATION

Acceptance of this contract is in no way to be construed as an endorsement by SBI of either an exhibiting company or its products or services. Exhibitor understands and agrees that SBI has sole discretion on the assignment of booths. SBI reserves the right to alter Exhibitor's assigned location any time in its sole discretion if deemed in the best interests of the exhibit. Before exercising its discretion, SBI will speak with Exhibitor.

## TERMS OF PAYMENT

50% Deposit is due within 5 business days of reservation with full payment due by February 14, 2024. You may select the option to pay by check through March 1, 2024. Check must be received within 2 weeks of application.

Reservations made after February 14, 2024, must be followed by full payment by credit card or wire transfer payment (no checks will be accepted) within 5 business days.

## BOOTH SPACE CANCELLATION OR REDUCTION OF BOOTH SPACE

Cancellation or reduction of booth space for any reason is subject to terms. Cancellation or reduction of space requests must be submitted in writing to the SBI Expo Team. The date that the exhibitor's written notice of cancellation is received by SBI will be considered the official cancellation date. If written cancellation is received on or before February 14, 2024, the booth fee will be refunded less 50% of the contracted booth rental fee. After February 14, 2024, there will be no refunds for booth space cancellations or space reductions.

It is expressly agreed by the exhibitor that in the event the exhibiting company fails to pay the space rental charge at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning the use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper.

In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by the exhibiting company for space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the exposition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case, the limit claim for damage and/or compensation by the exhibitor shall be returned to the exhibitor of the prorated amount already paid for space for this specific event.

If Exhibitor defaults, SBI Show Management has the right to refuse Exhibitor future participation.

## SUBLETTING/SHARING EXHIBIT SPACE

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.conclusion of the Show. Any space not claimed and occupied three

(3) hours prior to the published Show opening time, may be resold or reassigned without refund. Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing.

Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications. Any unclaimed freight will be returned to the exhibitor via the General Contractor.

#### EXHIBITORS AUTHORIZED REPRESENTATIVE

Each exhibitor must name one person to be the representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative's attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit hall during installation and dismantling.

#### INSTALLATION AND REMOVAL

Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the Exhibit Hall hours must be authorized by SBI Expo Management or will be considered a clear violation of the SBI Rules and Regulations Agreement and subject to penalties. Canvassing or distribution of any materials outside the exhibitor's own booth is prohibited.

Aisles may not be obstructed at any time due to excessive crowding in exhibit booths. The exhibit area is limited to registered attendees of the SBI Annual Meeting, as well as registered representatives of business firms, manufacturers, professional organizations, and dealers who have contracted or paid for exhibit space. No other persons are permitted to demonstrate their products or distribute advertising materials in the Exhibit Hall.

Exhibit personnel shall wear attire consistent with the decorum of the Meetings (business casual). All exhibitors must conduct exhibits in a dignified and professional manner.

#### ARRANGEMENT OF EXHIBITS

Each exhibitor is provided an Official Exhibitor Services Kit, issued approximately 12 weeks prior to the show. The Exhibitor Services Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Services Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Services Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management. Exhibitor Plan Review - Booth construction plans and layout arrangements for first-time exhibitors, exhibits in island booth spaces only or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

#### OPERATION OF EXHIBITS

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

#### GENERAL CONDUCT & USE OF SPACE

All activities of the exhibitor in the Exhibit Hall must be conducted within the exhibit's allotted space. The placement of booth materials and furnishings may not create a visual obstruction to the neighboring exhibitor. Activities outside of the Exhibit Hall or during Meeting and Food and beverage stations will be placed throughout the Exhibit Hall to encourage attendee traffic. Exhibit Hall hours have been selected to allow Meeting attendees the maximum amount of unopposed time possible. Please note that the Exhibit Hall hours are based on the SBI 2024 Program schedule. If the Program Schedule changes, Exhibit Hall hours may also change. Exhibitors will be notified via email of any schedule changes.

#### STORAGE SPACE

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.

#### PHOTOGRAPHY

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.

#### LITERATURE DISTRIBUTION

Distribution of flyers, publications, or other specialty advertising directly to attendee hotel rooms is available only through SBI. All demonstrations or other activities must be confined to the limits of the exhibitor's booth.

Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

#### ADVERTISING, CONSULTING, AND PUBLIC RELATIONS AGENCIES

In order to prepare for the SBI Breast Imaging Symposium in a timely and efficient manner, third parties acting on behalf of, or representing the exhibitor, must adhere to and abide by all established deadlines

and all Exhibit Rules and Regulations. It is the exhibiting company's responsibility to make its agencies and/or contractors aware of all guidelines and deadline dates, and to forward promotional materials, service kits, and forms to third parties. *The exhibitor contact remains SBI's primary contact person in all circumstances.*

#### FOOD AND BEVERAGES

Exhibitors may not serve food or beverages in the exhibit hall except with the written permission of Show Management and must use the facilities' catering.

#### GIVEAWAYS AND DRAWINGS

SBI recognizes the ethical guidelines and standards that describe appropriate interactions and relationships between industry and healthcare professionals. SBI encourages exhibitors to refer to these guidelines and expects all exhibitors to be in compliance. 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. Noisemakers of any kind will not be permitted. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges.

#### MUSIC AND OTHER COPYRIGHTED MATERIAL

It is the sole responsibility of the exhibitor to obtain any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless SBI, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

#### SOUND

Demonstrations by exhibitors must be confined within the boundaries of their booth. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Noise from electrical or mechanical apparatus must not interfere with other exhibitors. No exhibitor shall operate equipment or voice reproducing machines that would cause annoyance to other exhibitors. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

#### SALES

Selling is allowed on the show floor. SBI's Exhibit Program educates attendees by providing information, services, and products, and presenting industry trends pertinent to healthcare professionals' interests. Exhibitors are required by the laws of the jurisdiction in which the event is being held to be solely responsible for the collection and remittance of any sales or other taxes imposed on them. At no time may the exhibit or product display be altered to fulfill a transaction. Any signage or product advertising must be placed within the exhibitor's booth.

#### USE OF THE FOLLOWING IS STRICTLY PROHIBITED:

Use of lighter-than-air (Helium) balloons, confetti, 'silly string', noisemakers, live animals, decals, badges, conference-sized totes, lanyards, and/or lottery tickets. Metallic or Mylar materials are specifically and entirely prohibited.

#### USE OF EXHIBITOR BADGES

The Exhibit Hall is limited to registered attendees of the SBI Symposium and to registered representatives of companies who have contracted or paid for exhibit space.

SBI requires all exhibitors to pre-register all confirmed exhibit personnel 30 days prior to meeting date to avoid lines and name changes on site. Instructions for this badge registration process will be sent to each company's appointed contact person. Badges may be picked up onsite at the Self-Service kiosks during exhibitor registration hours. Late submissions or onsite changes will be charged \$25.00/badge.

Badges must be worn at all times for access to SBI events, activities, or Expo Hall and may not be defaced in anyway. Booth personnel registration forms for exhibit personnel and exhibitor-appointed service contractors will be available in the Exhibitor Portal. 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.

Exhibitor registration is limited to a maximum of four (4) individuals per 10' x 10' booth space. Additional badges may be purchased for a fee of **\$400 per person. Booths must be staffed at all times.** Therefore, all exhibitors are advised to schedule at least two representatives to staff the booth to ensure adherence to this regulation.

#### 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. 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. The written request to use an EAC must be submitted to SBI Exhibit Management 60 days prior to Symposium. All EAC representatives must obtain badges by checking in at Self-Service Kiosks. No badges will be issued to EAC companies who are not pre-registered and for whom insurance certificates have not been submitted. 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 Levy 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.

## EXHIBITOR ACCESS TO HALL

During the days of the exhibition, exhibitors will be admitted into the Exhibit Hall 30 minutes prior to the opening. Requests for access to the Exhibit Hall more than 30 minutes prior to opening or after the daily scheduled closing must be made in advance.

## EXHIBITOR SERVICES KIT

The official Exhibitor Services Kit will only be available to Exhibitors who have paid for their booth in full and will be accessible approximately 12 weeks prior to the show.

## EXHIBITOR SERVICE DESK

The Exhibitor Service Desk will be set up in the Exhibit Hall. The specific location will be available at the Registration Desk.

## ATTENDEE REGISTRATION LIST

All companies will receive a one-time use attendee mailing list approximately two weeks prior to the Meeting as part of their paid exhibit fees. Attendee list contents are limited to that information with which attendees' consent to share.

## GENERAL BOOTH CONSTRUCTION AND GUIDELINES

Booth Space Rental includes the following exhibit equipment: 8'-high back wall, 3'-high side rails, plus a 7" x 44" sign featuring the exhibitor's company name. Twenty-four-hour general security and general aisle cleaning are provided. The Expo Hall will feature in-line and corner 10' x 10' booths. In-line booths have only 1 side exposed to an aisle (these also are called "linear booths"). Corner booths are exposed to aisles on 2 sides. Multiple booths can be purchased to form an island configuration. Booth options are:

**In-line Booths.** In-line booths in the center of the exhibit hall may not exceed 8' in height. In-line booths along the walls or outside borders of the exhibit area may not exceed more than 12'. NOTE: Hanging signs are not permitted.

**Corner Booths.** A corner booth is defined as a 10' x 10' space having 2 aisles faced toward the cross aisle at the end of a row of traditional 10' x 10' linear booths. Certain restrictions apply to a corner display. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. The back wall is limited to 10' wide, 8' high. If an organization purchases two

(2) 10' x 10' corner booths, the back wall is limited to 10' wide, 8' high, centered across the 20' back-wall area. All display fixtures over 42" high must be confined to those areas of the booth that are at least 5' from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth. Exhibitors adjoining a corner exhibitor are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth. NOTE: Hanging signs are not permitted.

**Island Booths.** Because an island booth is separated from all neighboring exhibits by the width of an aisle, full use of the floor space is permitted. However, the design of the booth must allow for see-through visibility and accessibility from all 4 sides. Island booths may not exceed 16' in height. SBI Exhibit Management must approve a sketch of the exhibit prior to installation. NOTE: Hanging signs are permitted.

Booths must be constructed and arranged in such a manner as to be able to accommodate the viewing audience inside each booth so as to discourage the formation of a standing crowd in the aisles.

All construction must be substantial and fixed in position for the duration of the show. Any construction in excess of 4' in height must be kept within 5' of the rear of the booth. No exhibits that violate local, state, or federal laws or regulations, including safety codes, will be permitted. Combustible decorations of any kind are prohibited. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected and, upon notification by SBI Expo Staff, the decorator will provide necessary draping and submit the changes to the exhibitor.

**Aisle Crossing:** No exhibit space may span an aisle by ceiling or floor covering. No part of any exhibit or decorations or signs relating thereto, shall be taped, posted, nailed, screwed, or otherwise attached to columns, walls, drapes, floors, or any interior or exterior surface of the Exhibit Hall.

**Hanging signs:** All hanging signs are allowed in Island booths only, up to 20 ft. from the floor to top of sign. Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only. Approval for the use of Hanging Signs and Graphics, at any height, should be received from the Organizer at least 60 days prior to installation. Variances may be issued at the Organizer's discretion. Drawings should be available for inspection.

**Flooring and floor height of exhibits:** Avoiding trip hazards is a requirement in booth design. No double carpet padding, oversized flooring substrates that extend into the aisle, raised floors or any elevation changes are permitted unless Exhibit Management receives, and approves of, a booth design that demonstrates the elimination of any potential trip hazards in advance of the expo. Note that even if approved, onsite adjustments, such as the addition of stanchion, caution tape and/ or access ramps, may be required to ensure the safety of all concerned. The Exhibit Hall is NOT carpeted.

Any infringement of these regulations will result in the prompt removal of the offending person from the conference. 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.

## SOCIAL ACTIVITIES – ICW (IN CONJUNCTION WITH EVENTS)

Any social function or special event planned by an exhibiting company, to take place during the SBI Annual Meeting, must be pre-approved by SBI. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exposition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by SBI and/or Show Management.

Distribution of exhibitor materials is not permitted to attendee sleeping room doors, SBI meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

All meetings, events, functions and/or activities held in conjunction with the SBI Symposium by sponsoring companies and related organizations, whether at the Convention Center, Hotel, or outside venues must be approved by SBI Show Management.

"In Conjunction With (ICW)" events are functions that include the SBI attendees but are not planned by or sponsored by SBI. Notification of ICW must be provided to SBI 30 days prior to

the Symposium. Functions involving attendees may not be held during any time that conflicts with official SBI programming, exhibits or events.

Any violation of this "In Conjunction With" clause shall subject the sponsoring company or related organization to lose conference participation privileges without refund.

## AUDIOVISUAL AND COMPUTER EQUIPMENT

All audiovisual and computer equipment will be provided through the Convention Center. Order forms will be included in the Exhibitor Services Kit.

## CRATE/BOOTH STORAGE

No cardboard boxes or packing materials are allowed to be stored on the Exhibit Hall floor. Combustible materials such as brochures, literature, giveaways, etc. within exhibit booths are limited to a one-day supply.

Nothing may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the Exhibit Hall floor. Access storage service will be available through the Exhibitor Service Desk.

## FIRE SAFETY

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.

All materials used in the Exhibit Hall must be fireproof. Flammable liquids or gasses are prohibited.

## SECURITY

We ask that you honor all security rules which have been established to assure that your property is not lost or damaged. SBI will provide perimeter security for the Exhibit Hall beginning on Tuesday through the closing of exhibits on Saturday. However, the SBI, Le Palais des Congrès de Montréal, and Show Decorator do not guarantee or protect exhibitors against loss or damage of any kind.

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.

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.

SBI Annual Meeting badges must be worn by exhibitors at all times during exhibit hours to gain entry to the exhibit space.

Exhibitors must make provisions for the safeguarding of goods, materials, equipment, and displays at all times. Individual booth security and the protection of valuable items that may require additional security must be ordered at the exhibitor's expense. Order forms for such arrangements will be included in the Exhibitor Services Kit.

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.

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

## INSURANCE

Exhibitor acknowledges that SBI does not maintain and is not responsible for obtaining insurance covering exhibitor's property. Exhibitors are advised to obtain business interruption and property damage and loss insurance to cover such occurrences.

## LIABILITY INSURANCE

Exhibitors must surrender the space occupied in the same condition as received. Exhibitors must provide evidence of insurance not less than \$1M to protect against any loss or damage to property or liability for personal injury during the term of installation and use of exhibit premises.

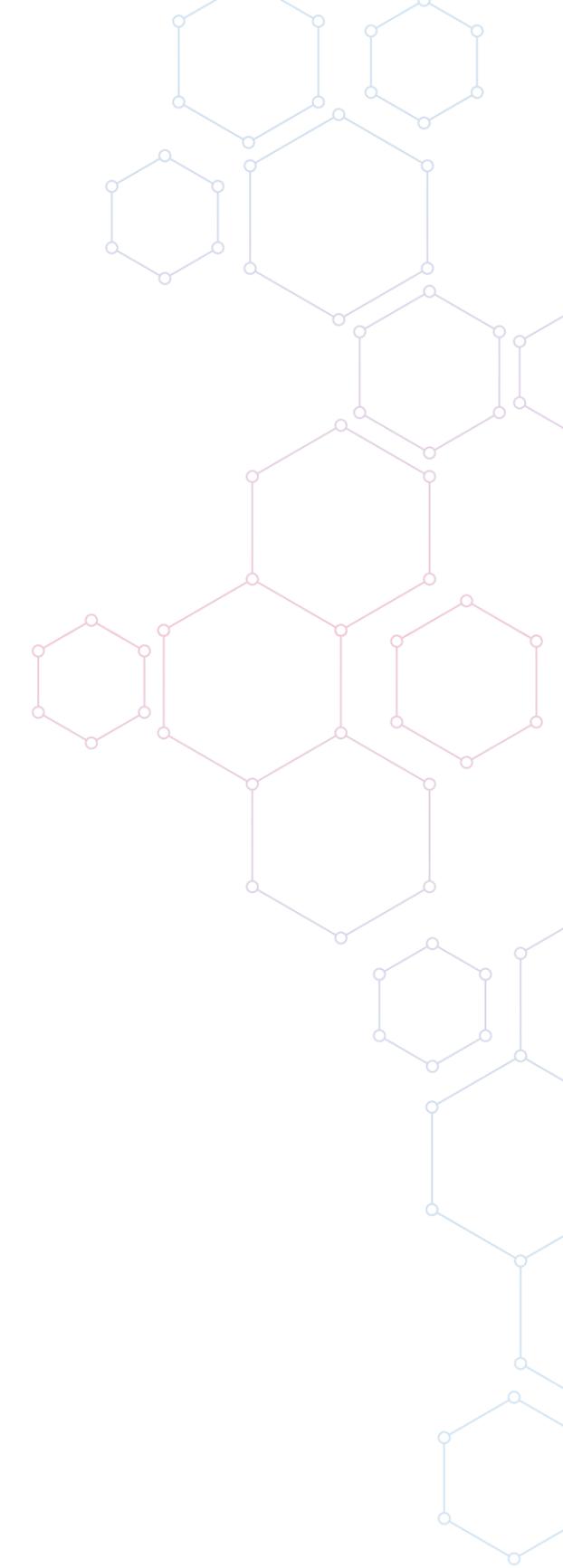
Exhibitors are further required to assume complete responsibility and liability for any damage to booth space or equipment arising under this contract and are required to indemnify and hold the SBI harmless in any action, incidental to or arising from the exhibitor's occupation or use of booth space, or arising out of any acts of the exhibitor, and the exhibitor's employees and agents, including, but not limited to, actions brought by the Le Palais des Congrès de Montréal or its agents against the SBI.

## INDEMNIFICATION

The Exhibitor agrees to indemnify, defend and hold harmless SBI, its officers, directors, agents, employees, and members, and Le Palais des Congrès de Montréal (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 or 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.

## PROPERTY DAMAGE

SBI and Show Management shall not be responsible for any loss of or damage to property of the Exhibitor, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and



Exhibitor expressly waives any claim for liability against SBI and Show Management with respect to any such loss or damage. Accordingly, it shall be the responsibility of Exhibitor to secure its own insurance or otherwise protect itself and its property against such loss or damage.

#### **USE OF CERTAIN PROPERTY**

Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless SBI, Show Management and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

#### **WAIVER**

SBI and Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by SBI and Show Management. No delay or omission by SBI and Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as consent to or a waiver of any right or remedy on any future occasion.

#### **ATTORNEYS' FEES**

Should SBI and Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, SBI and Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

#### **FORCE MAJEURE**

Should any event or emergency occur beyond the control of the SBI that delays, prevents, or renders impracticable the obligations SBI has agreed to herein, SBI shall not be held liable for any expense or loss incurred by the exhibitor, except as such portion of the space fee, as calculated by the SBI, that may be refunded to the exhibitor after deduction of SBI's expenditures and commitments.

Exhibitors are required to comply strictly with all terms of this agreement as contained in this Exhibitor Prospectus and Application to Exhibit and Contract, as well as all applicable terms and conditions contained in the agreement between the SBI and Le Palais des Congrès de Montréal.

#### **AMERICANS WITH DISABILITY ACT (ADA) COMPLIANCE**

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.

#### **SAFETY**

Standing on chairs, tables or other rental furniture is prohibited. The furniture is not engineered to support your standing weight. Levy is not responsible for injuries caused by the improper use of furniture.

#### **TIPPING**

Levy requests that exhibitors do not tip their employees. They are paid an excellent wage scale denoting a professional status and tipping is not necessary. This applies to all Levy employees.

#### **CLEANING SERVICES**

Aisles will be vacuumed daily. Exhibitors must arrange and pay for cleaning of their individual booths via the Cleaning Services Form included in the Exhibitor Services Kit.

#### **UNION REGULATIONS AND JURISDICTION**

If applicable, these rules will be supplied in the Exhibitor Services Kit.

#### **USE OF SBI 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. A symposium Logo is available upon request for use.

#### **ACKNOWLEDGEMENT, WAIVER AND RELEASE RELATED TO COVID-19**

The Society of Breast Imaging has implemented enhanced health and safety measures for you, other attendees, exhibitors, and staff who will attend the 2024 SBI Symposium. In addition, SBI encourages all attendees, exhibitors, and staff to be fully vaccinated against COVID-19 before attending. Vaccinations, observance of safety protocols, and exercise of personal discipline may reduce risk. However, an inherent risk of exposure to COVID-19 does remain in any public place where people are present, particularly indoors.

Accordingly, as a condition of your attendance and participation at this meeting, by participating as an Exhibiting Company you indicate your acknowledgement of and agreement to the following on behalf of your Company:

I understand that COVID-19 is an extremely contagious disease that can lead to severe illness and death. I acknowledge that I wish to attend, and choose to travel to and participate in, the 2024 SBI Symposium. I assume sole responsibility for my own well-being and accept the risk of being exposed to, contracting, and/or spreading COVID-19 to attend.

Additionally, I acknowledge that I must comply with the applicable laws of the jurisdiction in which the meeting will occur.

Specifically, as a condition of SBI allowing me to participate in this meeting, I assume all risks and accept sole responsibility for any injury (including, but not limited to, personal injury, disability, and death), illness, damage, loss, claim, liability, or expense of any kind that I may experience in connection with attending the meeting. I hereby waive, release, covenant not to sue, and hold harmless SBI and its officers, directors, employees, agents, contractors, and representatives from any claims, liabilities, actions, damages, costs, or expenses of any kind arising out of or relating to the meeting.

I acknowledge that the health and safety measures which SBI have announced may change after I sign and submit this waiver and release. Therefore, I agree to follow all instructions and safety precautions that SBI, the event venue, and any governing authorities will apply while I attend the meeting.

Additionally, I agree that my failure to do so may result in SBI excluding from the meeting without refund, reimbursement, or other remuneration.

2501 Jolly Road, Suite 110  
Okemos, MI 48864

