Exhibitor Prospectus & Sponsorship Opportunities

The Broadmoor • Colorado Springs, CO
April 24-27, 2025

2025 SBI BREAST IMAGING SYMPOSIUM
40 YEARS









Save with Early Bird Rates

Booth registration by May 31, 2024

SBI
SOCIETY OF BREAST IMAGING
SINCE 1985

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 multi-disciplinary 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.

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!

18,000+
monthly page views

3,500
active members

210,000+
unique visitors each year

17,000+
social media followers

900+
member institutions and organizations



Exhibit at the 2025 SBI Breast Imaging Symposium

The Society of Breast Imaging (SBI) invites you to participate in the exhibits program taking place **April 24-27, 2025**. As an exhibitor or sponsor of the 2025 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.

MEETING DATES

Pre-Course: Wednesday, April 23

Exhibit Hall: Thursday, April 24 – Saturday, April 26

Symposium: Thursday, April 24 – Sunday, April 27

PERFECT OPPORTUNITY TO:

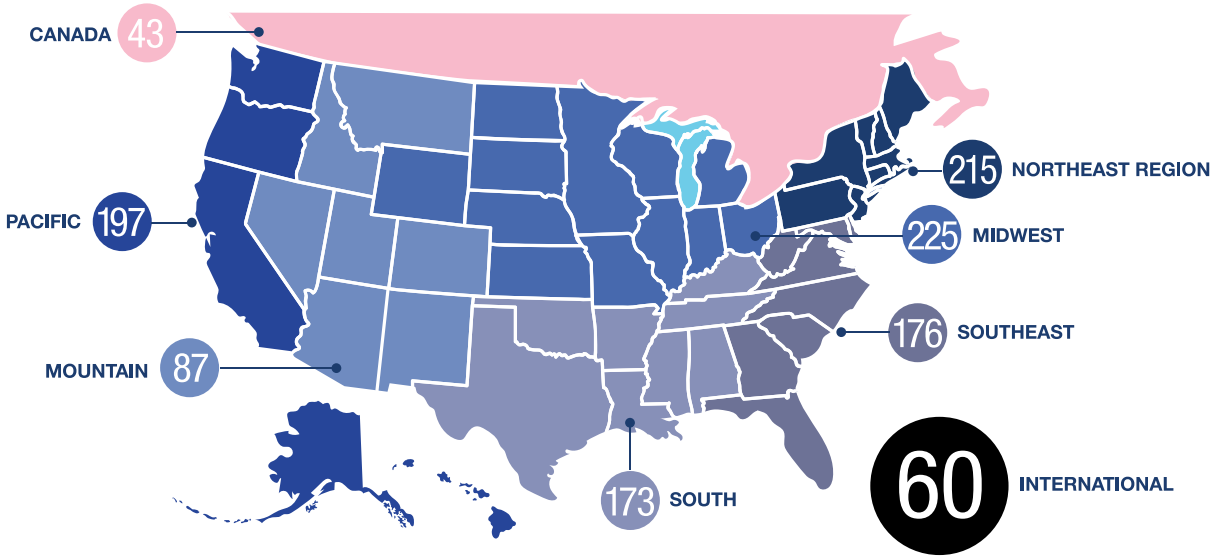
- Generate new sales leads
- Maximize visibility for your company
- Network with breast imagers from around the country
- Introduce new products and services
- Advertise to a wide range of attendees
- Increase your marketing with branding opportunities

LOCATION:
The Broadmoor
3 Lake Circle
Colorado Springs,
CO 80906

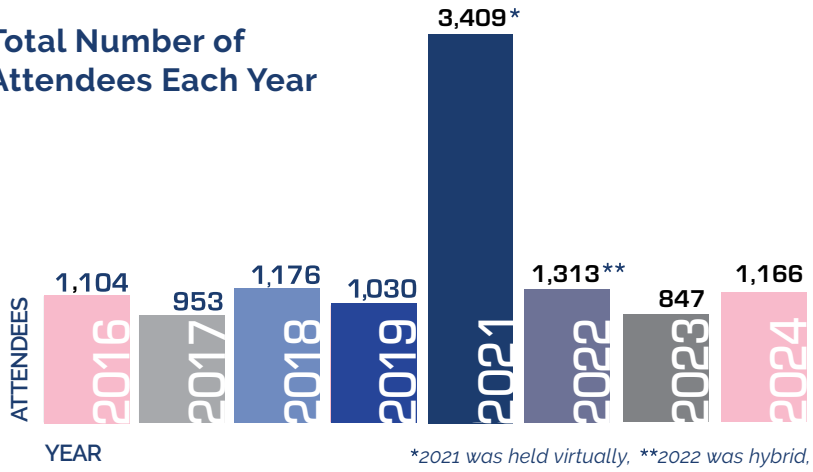


SBI Statistics – Annual Meeting

Where Do Attendees Come From?

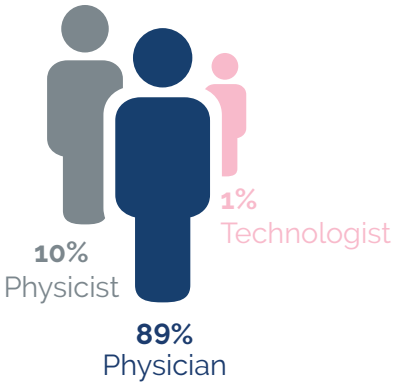


Total Number of Attendees Each Year

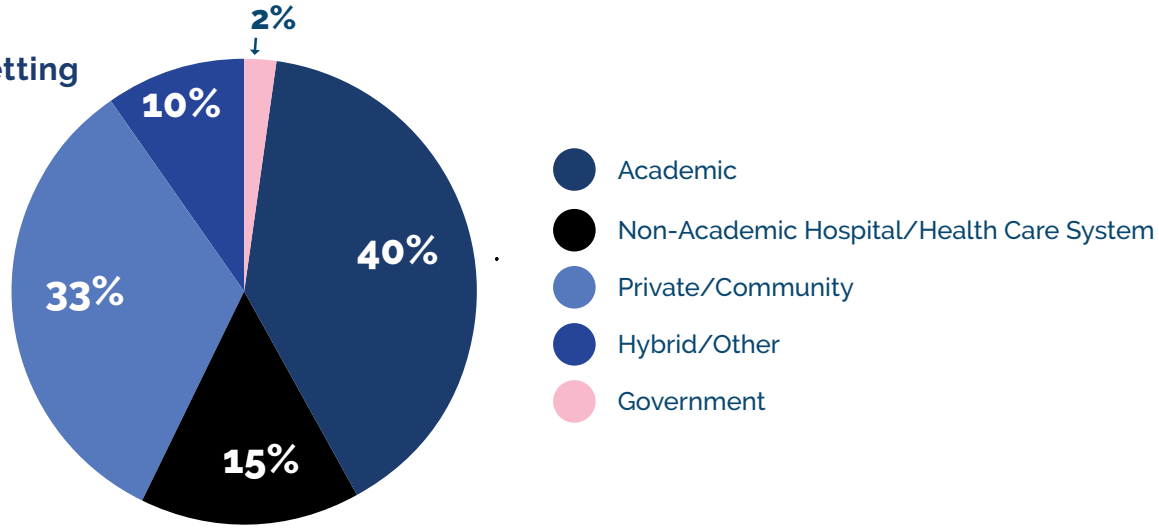


*2021 was held virtually, **2022 was hybrid,

Discipline



Primary Work Setting





Start Preparing 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 2025 Symposium Pricing March 18 – May 31, 2024	
Commercial	$4,000
Non-Profit	$1,000
Corner Booth Fee	$300
Island Fee	$750

Early Bird Rates June 1 – December 31, 2024	
Commercial	$4,500
Non-Profit	$1,500
Corner Booth Fee	$350
Island Fee	$900

Standard Pricing After January 1, 2025	
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 raw booth space
- Standard 7-foot x 44-inch ID sign
- 8-foot back drape & 36-inch side drape
- Four (4) complimentary full conference 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 an estimated 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 five (5) business days of reservation with full payment due by March 3, 2025. You may select the option to pay by check through February 14, 2025. Check must be received within two (2) weeks of application. Reservations made after February 14, 2025 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 Partnerships Team. If written cancellation is received on or before February 14, 2025, the booth fee will be refunded less 50% of the contracted booth rental fee. No refunds or space reductions will be accepted after February 14, 2025.

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 2024.



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

Registration March 18 – December 31, 2024	$4,500
After January 1, 2025	$5,000

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 Exhibitor's own expense:

- 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.

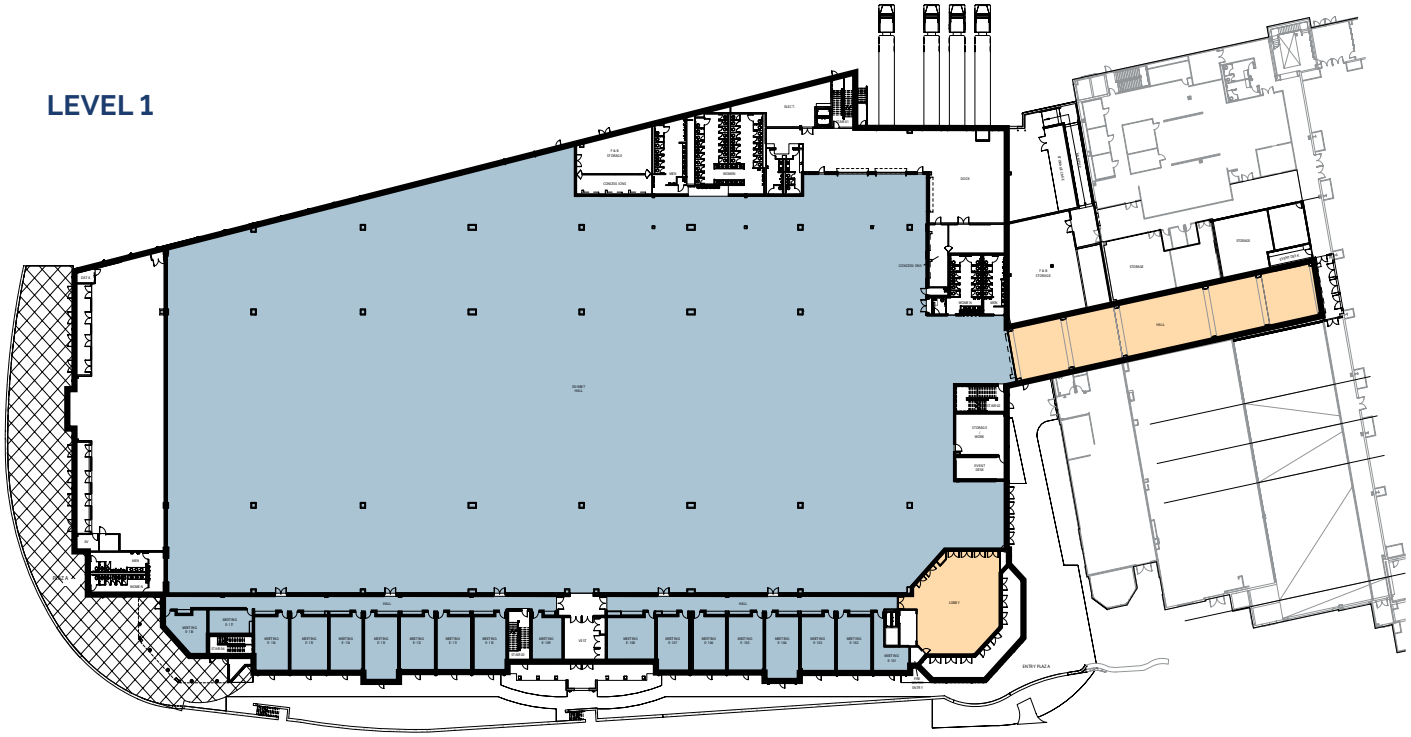


Please contact SBI Partnerships Team to confirm requirements, availability, or to answer additional questions at **Partnerships@SBI-online.org**.

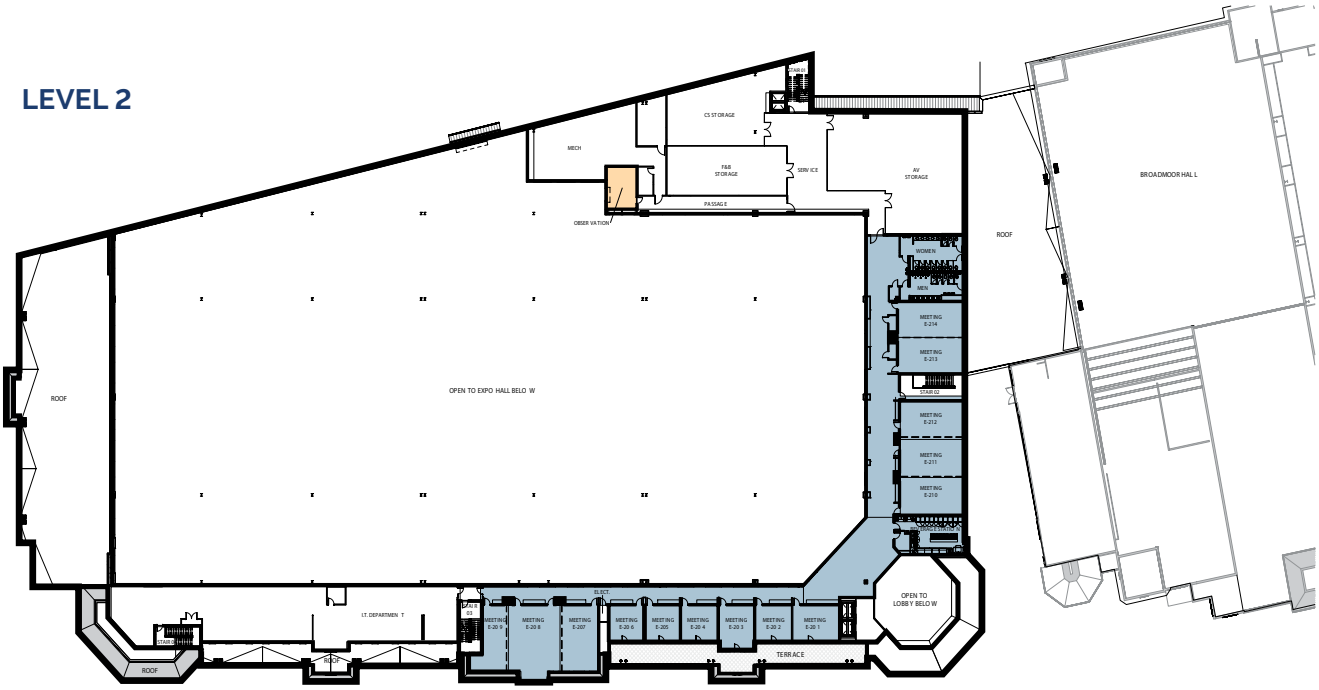
2025 SBI Symposium

THE BROADMOOR BARTOLIN HALL FLOORPLAN

LEVEL 1



LEVEL 2

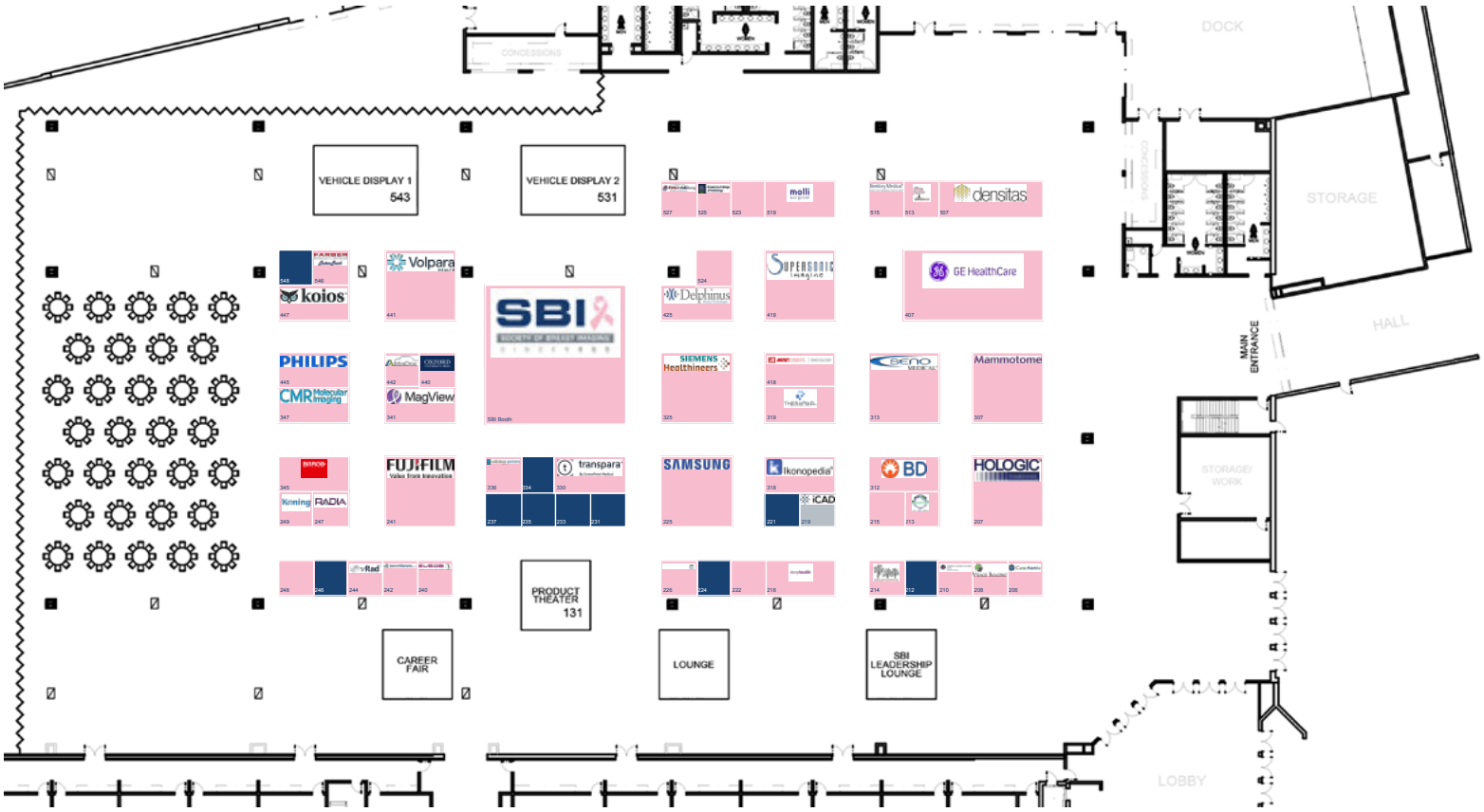




2025 SBI Symposium

2025 EXHIBIT HALL FLOORPLAN as of May 15, 2024

For the most updated floorplan, visit
www.conferenceharvester.com/floorplan/v2/index.asp?EventKey=XXMKJGIL



Floorplan is subject to change at any time.

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 2025 SBI Breast Imaging Symposium must also be an approved exhibitor.

APRIL 24-27 2025 SBI BREAST IMAGING SYMPOSIUM

SBI SPONSORSHIP TIERS

DIAMOND SPONSOR $50,000

DIAMOND ONLY BENEFITS:

- Nine (9) Complimentary Badges *(above and beyond what comes with the booth)*
- Full page Ad in the Program Guide

PLATINUM SPONSOR $25,000

PLATINUM ONLY BENEFITS:

- Six (6) Complimentary Badges *(above and beyond what comes with the booth)*
- Full page Ad in the Program Guide

GOLD SPONSOR $15,000

GOLD ONLY BENEFITS:

- Four (4) Complimentary Badges *(above and beyond what comes with the booth)*

SILVER SPONSOR $10,000

SILVER ONLY BENEFITS:

- Two (2) Complimentary Badges *(above and beyond what comes with the booth)*

BRONZE SPONSOR $5,000

BENEFITS FOR ALL SPONSOR LEVELS:

Companies who sponsor items during the 2025 Annual Symposium will have the first right of refusal ahead of the 2026 Annual Symposium. Some items may not be available each year due to the availability at the Conference venue.

- Logo recognition on Conference signage, website and mobile app
- Social media recognition on SBI platforms
- PDF Brochure upload to virtual booth listing
- In-booth sponsor recognition
- Offered first right of refusal on sponsorships purchased the previous year (some items may not be available each year based on the Conference venue)





Industry Sponsored Learning

INDUSTRY LEARNING LABS $20,000

2 Opportunities available Friday

3 Opportunities available Thursday & Saturday

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, Friday and Saturday afternoon during Concurrent Educational Sessions. Three presentation opportunities included, SBI makes no representations or guarantees of attendance size.

Inclusions:

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



LUNCH & LEARN $15,000

2 Opportunities per day (Thursday, Friday and Saturday)

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
- Signage onsite to include sponsor logo
- Session details included on meeting website and in onsite printed program, if provided by posted deadline



Industry Sponsored Learning cont.

FOCUS GROUP **$10,000**

Partner with SBI to extend invitations to a targeted group of up to 10 breast imaging professionals for a sponsored focus group session. This session aims to facilitate an open dialogue for valuable insights, including product improvements, marketing research, and other firsthand feedback from your target audience. Sponsors will also receive exclusive access to a private space for one day during the conference.

Inclusions:

- Access to private meeting room to conduct focus group *(pending space availability for 1 full day, if additional time for move-in and out is required additional fees will apply)*
- Collaboration with SBI Leadership to identify invitees
- Event communication and invitation management







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.

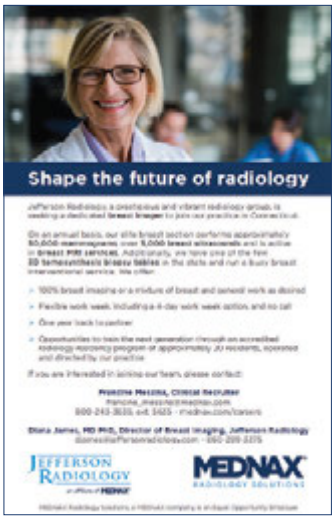
See previous meeting website banners here.



SBI Symposium Meeting Reference and Exhibit Guide Ad

The conference program serves as the essential digital guide for all attendees seeking to navigate the SBI Breast Imaging Symposium & Expo with ease. It stands as one of the most effective channels to showcase your brand to all conference participants.

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

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.

Images Available	Size	Price
7:1 aspect ratio	1,080 pixels wide x 152 pixels high	$2,500
11:1 aspect ratio	2,048 pixels wide x 180 pixels high	$2,500
9:1 aspect ratio	1,920 pixels wide x 225 pixels high	$2,500
13:1 aspect ratio	1,920 pixels wide x 152 pixels high	$2,500



Brand Awareness



Residents and Fellows Reception $10,000

EXCLUSIVE OPPORTUNITY

Exclusive reception for SBI Board of Directors, breast imaging leaders, and fellowship program directors to mingle and network with radiology trainees. Sponsor will be introduced and recognized by SBI leadership at the beginning of the reception. Reception date and time TBD.

Welcome Reception Experiences

MULTIPLE OPPORTUNITIES AVAILABLE

Kick off this year's Conference by promoting your company's presence directly to attendees as you welcome them to Colorado! 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.

Thursday, April 24, 2025, 5:00 - 7:00 PM



Musical Entertainment $8,000

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.



Specialty Beverage $7,500

Customize a beverage for the Welcome 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!



Specialty Dessert Station $7,500

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



Activations *Pricing varies, call for more information*

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



Brand Awareness cont.

Morning Coffee & AM Refreshment Breaks — $7,500 each

4 Opportunities

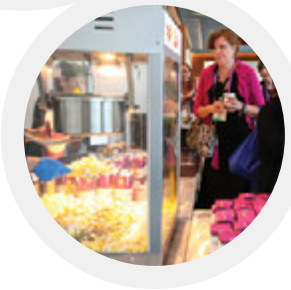
Show your support for attendees by sponsoring one of the morning coffee services paired with the AM refreshment break! Sponsor recognition is displayed during Morning Coffee Service & AM Break. Contact us to customize a special refreshment snack or beverage that attendees will love! Opportunities could 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 refreshment, snack or beverage that attendees will be waiting in line to try? Contact us for more details! Opportunities could include fresh popped popcorn, warm baked cookies, etc.



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. Photo Booth will be available Thursday and Friday during Exhibit Hall hours.



Oxygen Lounge — $10,000

Special for Colorado!

Elevate the Exhibit Hall experience with an Oxygen Lounge! Refresh attendees and boost brand visibility with a unique oasis of relaxation and rejuvenation.

Brand Awareness cont.

Recharging Station Hubs $10,000

3 Opportunities

Help attendees stay energized by sponsoring one, two, or all three recharging stations. Your sponsorship includes prominent placement of your full-color logo on the station, along with listing in the SBI Meeting Reference and Exhibit Guide. Make sure your brand is remembered as the one that kept attendees powered up throughout the event.



Conference Tote Bags $10,000

Capture maximum attention by showcasing your logo on the official SBI conference tote bag! Distributed to all attendees upon registration, this tote bag is a practical accessory for carrying essentials throughout the conference, ensuring your brand receives widespread visibility and recognition.



Conference Tote Inserts $1,500 each

Your promotional insert, whether it's a flyer, small branded item, or another compact offering, will be included in the registration bag distributed to each participant, maximizing your reach and impact. If a Conference tote bag is not available then materials will be given out from Registration. Sponsor is required to provide all materials and production. Items must be approved by SBI before it goes into production and shipped to the Annual Symposium. Must be sent to the Advanced Warehouse by specified date.



Conference Pens $2,000

Make a lasting impression by sponsoring a special Conference-branded pen, ensuring your name stays in the hands and minds of attendees throughout and beyond the Conference. This was a hot item attendees requested in 2024!





Signage



Branded Hotel Key Cards **$10,000** per opportunity

2 Opportunities



Lobby Floor Cling – 36 sq ft **$1,350** per cling

A limit of 2 clings max per company

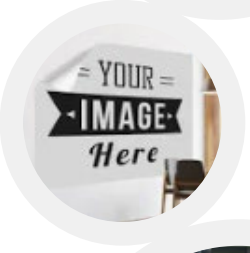


Directional Sign **$1,750** per sign

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

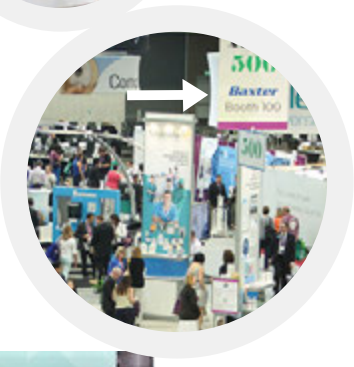
Door Clings **$2,500** per door cling

A limit of 1 cling max per company



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 Flag **$5,000**

Max 2 Flags per company

Extend a warm welcome to attendees by displaying your message on outdoor windjammer flags along the path to meeting space and the Convention Center.

Additional Opportunities

Bio Page of Keynote Speaker **$1,500**

Gain visibility and support SBI by sponsoring the biography page of the keynote speaker. Acknowledgment will be provided between programming materials like the event website and printed program, which each attendee receives.



Mobile App Push Notifications **$500** per push

10 Opportunities Available (maximum 2 per company)

Utilize the Conference app to send text alerts to all attendees! These alerts will appear directly on each attendee's device via the app. Use them to remind attendees to visit your booth, announce giveaways, or highlight product demonstration schedules.



Exhibitor Meeting Space **$3,500** full day rental (8:00 AM–5:00 PM),
$1,750 half day (8:00 AM–12:00 PM or 1:00-5:00 PM)

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**

Maximize the impact of your exhibit booth by hosting an exclusive event after Exhibit Hall hours on Thursday or before it opens on Friday. Curate a select guest list to receive personalized invitations, inviting them to your booth for focused discussions and captivating demonstrations. Elevate your booth experience and forge meaningful connections with targeted attendees.



VIP Lounge (Invite Only) **$15,000**

Elevate your networking game with an exclusive lounge right on the Exhibit Hall floor. Treat your VIP customers and prospects to a relaxed meet-and-mingle space where they can unwind and connect. We'll keep the refreshments flowing, ensuring your special guests stay energized and hydrated all day long.



Headshot Lounge **$8,500**

Maximize your brand exposure by sponsoring the Headshot Lounge at SBI 2025. As the exclusive sponsor, showcase your logo, engage with attendees, and offer professional headshots—all in a tailored, branded environment.





Attendee Conference Lanyards $7,500



Have your logo featured alongside SBI's logo on the conference lanyard that all attendees will be wearing at the 2025 Annual Meeting.

Conference Wi-Fi $10,000



Help attendees stay up to speed with sponsoring the conference Wi-Fi at The Broadmoor Convention Center. Sponsor is provided a welcome splash page when attendees log in so they know who to thank for their speedy connection while attending SBI 2025. Sponsor will also be acknowledged during housekeeping slides when mentioning how to access the conference Wi-Fi.

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 center'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 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 center, 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

SBI
SOCIETY OF BREAST IMAGING
SINCE 1985

President's Dinner

April 25, 2025 | Location TBD

Going into its fourth year, the SBI President's Dinner will be held on Friday, April 25, 2025. The President's dinner honors the SBI Gold Medalist, Honorary Fellow and Scientific Abstract Award winners. Join us as a sponsor for the evening to support the award winners and the SBI Research and Education Fund. All President's Dinner sponsors will be recognized in pre-event communications, key signage, the printed program and the event webpage.

Immerse yourself in the enchanting evening of sophistication at the SBI President's Dinner! 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!

Reserved Premium Table Of 10 — $5,000 each

Companies receive logo placement on table signage, main stage screen and overall sponsor recognition signage.

Bar Sponsorship — $5,000

Sponsor a bar location throughout this evening's dinner event.

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 — $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 — $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 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, stemless glass champagne flute to commemorate the evening.

Coat Check — $2,000

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 2025 SBI Breast Imaging Symposium. Any company wishing to sponsor at the 2025 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 prospectus, and welcome participation by new sponsoring companies or organizations.

American Association for Women In Radiology
American College of Radiology
Arterys
Atlantic Health System
Barco Inc.
Bayer
BD
Beekley Medical
BluBox Medical
Bracco Diagnostics Inc.
Breast Imaging Fellowship Consortium
Brown's Medical Imaging
Canon Medical Systems, USA
Charlotte Radiology
Clarix Imaging Corporation
clinical expo
CMR Molecular Imaging
CureMetrix
DeepHealth
Delphinus Medical Technologies, Inc.
DenseBreast-info.org
Densitas
DetectedX
Dextro Imaging Solutions
Elucent Medical
Envision Physician Services
European Society of Breast Imaging (EUSOBI)
European Society of Radiology (ESR)
Fujifilm Medical Systems USA, Inc.
GE Healthcare
GE Healthcare Cerianna
Guerbet LLC
Hologic Inc.
iCAD
IceCure Medical
Ikonopedia, Inc.
INRAD
iSono Health
Izotropic Corporation
Kaiser Permanente / The Southeast Permanente Medical Group
Kheiron Medical Technologies
Koios Medical
Konica Minolta Healthcare Americas, Inc

Koning Corporation
KUBTEC Medical Imaging
Laurel Bridge Software, Inc.
LG Electronics U.S.A., Inc.
LocumTenens.com
LucidHealth
Lunit Inc.
MagView
mammo.com
Mammography Educators
MammoScreen by Therapixel
Mammotome
Medecom
Merit Oncology
MOLLI Surgical
Montclair Breast Center
MTMI - Medical Technology Management Institute
Myriad Genetics, Inc.
Natera
National Consortium of Breast Centers
NeoDynamics AB
Nuance Communications
Oxford University Press
Pathline Labs
PenRad Technologies, Inc.
Philips Healthcare
RAD-AID International
Radiology Associates of North Texas
Radiology Partners
RadNet Management, Inc. / BRMG
Royal Solutions Group
Samsung
ScreenPoint Medical
Sectra
See-Mode Technologies
Self Regional Healthcare
Seno Medical Instruments, Inc
Siemens Healthineers
Sirius Medical
SmartBreast
Sonic Healthcare USA, Anatomic Pathology
SuperSonic Imagine
Therapixel Inc.
Three Palm Software
United Imaging
UPMC Hamot
UT Southwestern Medical Center
Visage Imaging
Volpara Health
vRad (Virtual Radiologic)
Watson Clinic, LLP
Whiterabbit.ai
zero gravity



Rules & 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, 2025. You may select the option to pay by check through March 3, 2025. Check must be received within 2 weeks of application.

Reservations made after February 14, 2025 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, 2025, the booth fee will be refunded less 50% of the contracted booth rental fee. Should an exhibitor reduce the size of their contracted booth space on or before February 14, 2025, a 10% service charge of the original contract price will be assessed by SBI. Payment previously received will be applied to revised booth fee balance. After February 14, 2025, 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. 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.

SUITCASING

Anyone observed to be soliciting business in the aisles or other public areas, or in another company's booth, will be asked to leave immediately. Additional penalties may also be applied. Please report any violations you may observe to Show Management.

EXHIBITOR'S 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.

Rules & Regulations cont.

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. 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 2025 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





Rules & Regulations cont.

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 any way. Booth personnel registration forms for exhibit personnel and exhibitor-appointed service contractors will be available in the Exhibitor Portal. SBI does not allow the sharing of exhibit badges, meaning each exhibitor must have their own badge. No one under 21 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.

TYPE OF EXHIBITING COMPANIES

The purpose of the exhibition is to further the education of conference attendees through product and service displays and demonstrations. Products or services exhibited must be pertinent to the attendees' professional interest. Companies offering or selling items like TENS products, lotions, or cosmetic skin care products are prohibited from participating at this event. SBI reserves the right to restrict who may exhibit at the conference and prohibit sales activities that it deems inappropriate or unprofessional. In addition, SBI reserves the right to prohibit any company, association, or entity from exhibiting at the conference who has products or services that compete with the products and services SBI provides.

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 for linear spaces. 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 exhibit hall may not exceed 8' in height. NOTE: Hanging signs are not permitted for linear spaces.

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

Rules & Regulations cont.

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. Exhibitors are required to provide flooring for the entirety of the contracted exhibit space.

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 no later than 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 gases 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, The Broadmoor, 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





Rules & Regulations cont.

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 Broadmoor 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 The Broadmoor (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.

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 The Broadmoor.

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. The General Service Contractor, Levy, is not responsible for injuries caused by the improper use of furniture.

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.

Rules & Regulations cont.

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 2025 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 2025 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.

Agreement/Signature Area

☐ I have read and understand the SBI Exhibit Rules and Regulations and information included in the SBI 2025 Breast Imaging Symposium Exhibitor Prospectus. On behalf of my company, we agree to abide by the requirements outlined in these documents, including the Liability and Coverage requirements. Any violation of the provisions in these documents will result in a forfeiture of participation in future SBI events.

I have read and agree to the Rules & Regulations.


Celebrating 40 Years
The Broadmoor
Colorado Springs, CO
April 24-27, 2025
SOCIETY OF
SBI
SINCE1985
BREAST IMAGING
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Richmond, VA 23294