

ACR Annual Conference on **QUALITY AND SAFETY**

In Collaboration With the ACR Data Science Institute™

October 26–28, 2018

Westin Copley Place
Boston

Empowering the Quality Journey Through AI



Exhibitor Prospectus

Join Us for the 10th Anniversary

acr.org/qualitymeeting

ACR[®]
AMERICAN COLLEGE OF
RADIOLOGY

QUALITY IS OUR IMAGE

OVERVIEW

Showcase Your Brand to Top Radiology and IT Decision Makers

Join us at the ACR Annual Conference on Quality and Safety — an exclusive opportunity to connect with top radiology influencers across private and academic practice. In this, the 10th anniversary year, the conference looks towards the future with an expansive program that explores how artificial intelligence and data science tools can be integrated into team workflows to facilitate high-impact quality improvement. Additionally, attendees will examine how the profession can better adapt to new health care models through cutting-edge quality resources.

Conference attendees — including radiology executives, administrators and innovators with buying power — will be eager to engage the latest services and technology solutions that will help them improve bottom lines, mine and make good use of data, and turn regulatory requirements into meaningful quality improvement.

Build profitable new partnerships and discover untapped business opportunities:

- Showcase to influential clientele and generate meaningful sales leads
- Reconnect with existing clients and build lasting new relationships
- Network during meals, breaks and at the end of daily sessions
- Learn from internationally recognized radiology thought leaders

Who will attend?

Radiologists, technologists, business managers and administrators from academic medical centers, community hospitals and large multispecialty practices, as well as data scientists, health informatics professionals and AI developers.



EXHIBIT INFORMATION

Exhibit Hall Hours*

Set-Up

Friday, October 26

6:00 – 7:00 a.m.

Show Hours

Friday, October 26

7:00 – 7:40 a.m. Continental Breakfast

10:00 – 10:15 a.m. Refreshment Break

12:15 – 1:15 p.m. Lunch

3:45 – 4:00 p.m. Refreshment Break

5:30 – 6:30 p.m. Exhibitor Reception

Saturday, October 27

7:00 – 7:40 a.m. Continental Breakfast

10:00 – 10:15 a.m. Refreshment Break

12:15 – 1:15 p.m. Lunch

3:45 – 4:00 p.m. Refreshment Break

Sunday, October 28

7:00 – 7:30 a.m. Continental Breakfast

10:00 – 10:15 a.m. Refreshment Break

Tear Down

Sunday, October 28

10:30 – 11:45 a.m.

*Exhibit hours subject to change

Price: \$1,500 for a tabletop. No full-size pop-ups.

- 1 6-ft. skirted table, wastebasket and 2 chairs (hall is carpeted)
- Access to educational sessions (no CME)
- 2 non-CME registrations
- Company listing on the meeting website
- Participation in the continental breakfasts, breaks and luncheons
- All meals will be held in the exhibit area

“Excellent conference with interesting and engaging sessions. I left the conference with the tools necessary to improve my practice and implement changes. I look forward to attending next year.”

For more information about exhibits or sponsorship opportunities, please contact:

Kathy Martin, CMP

Meeting Manager

703-262-9317

Kmartin@acr.org

Sponsorship and Marketing Opportunities



Platinum-level sponsorship — \$5,000

- Branded signage in registration area and lunch/break areas
- Dedicated pre- and post-meeting email to conference attendees sent by the ACR (subject to ACR review)
- Listing in the on-site conference program guide
- Mention in pre-meeting marketing emails from the ACR to conference attendees
- “Hotspot” giveaway opportunity in which your booth will be the site of a major giveaway

Gold-level sponsorship — \$3,000

- Branded signage in registration area and lunch/break areas
- Dedicated pre-meeting email to conference attendees sent by the ACR (subject to ACR review)
- Listing in the on-site conference program guide
- Mention in pre-meeting marketing emails from the ACR to conference attendees

À la carte sponsorship opportunities

- Branded door drop — \$1,000
- Attendee room keys branded with your logo — \$3,000
- Branded jumpdrive/sale sheets — \$2,500

EXHIBIT SPACE APPLICATION AND CONTRACT

Company Name:

Division/Dept.:

Address:

City:		State:	Zip:
Contact Person:			
Name:		Title:	
Phone:	Email:		

Total Amount: \$	<input type="checkbox"/> Exhibit Space (\$1,500 for each tabletop)	Sponsorship options (select one)
Check enclosed for \$	(Payable to ACR, drawn on U.S. bank and payable in U.S. funds)	<input type="checkbox"/> Platinum-level sponsorship (\$5,000)
Credit Card #:	<input type="text"/>	<input type="checkbox"/> Gold-level sponsorship (\$3,000)
Expiration Date:	<input type="text"/> <input type="text"/> / <input type="text"/> <input type="text"/>	CVV Code: <input type="text"/> <input type="text"/> <input type="text"/>
Name on Card:		<input type="checkbox"/> A la carte sponsorship(s)
Cardholder's Signature:		<input type="checkbox"/> Branded door drop — \$1,000
<input type="checkbox"/> 	<input type="checkbox"/> 	<input type="checkbox"/> Branded jumpdrive/sale sheets — \$2,500
<input type="checkbox"/> 		

Billing Address for Credit Card Holder

Address:

City:	State:	Zip:
-------	--------	------

Agreement Terms:
 All Terms are non-cancellable. We agree to pay for the exhibit space in accordance with the guidelines contained in the ACR Exhibit Contract Terms. We agree to abide by all provisions set forth in these terms as a part of this contract between the American College of Radiology and the exhibitor.

Send application and payment to:
 American College of Radiology | Attn: Kathy Martin, CMP, Meeting Manager
 1891 Preston White Drive, Reston, VA | 20191-4397
 Email: Kmartin@acr.org | Phone: 703-262-9317
 Questions? Contact Kathy Martin, Monday – Friday, 8:30 a.m. – 5:00 p.m. (ET)

Agreement:
 A signature on this application indicates that you agree to comply with all policies, rules, regulations and conditions issued by the ACR regarding its Annual Conference on Quality and Safety.

Signature of Authorized Representative	Name of Authorized Representative (print)	Date
--	---	------

EXHIBITOR SHOW REGULATIONS

1. Exhibit space will be allocated on a first-paid, first-served basis. Priority will be determined by date of receipt of application for space accompanied by required payment.
2. Application for space must be accompanied by the full fee in order to guarantee reservation. Exhibiting/sponsoring company will remain responsible for payment of space. Terms are enforced regardless if sponsor/exhibitor does not attend, fails or elects not to participate in conference, or if exhibit space is resold due to notification of absence. No refunds.
3. All tabletops must fit within the confines of their assigned space so as not to impede traffic flow, infringe on the space of other exhibitors or violate the emergency exit routes set forth by the fire marshal.
4. No exhibitor shall assign, sublet, or share the whole or any part of the space contracted to them. Exhibitors agree to limit the service and/or materials displayed in their exhibit area to those purveyed by the exhibitor, with the exception that other proprietary equipment may be used solely for the purpose of demonstrating the materials or services of the exhibitor.
6. The ACR reserves the right to impose limitation on noise levels and any other method of operation which becomes objectionable. Any distribution of literature or samples shall be limited to the exhibitor's booth. Exhibitors may not interfere with collateral that is not produced by said exhibitor. Violation of this will result in cancellation of exhibit space during the show without refund.
7. The ACR reserves the right to rearrange the final floor plan based on unsold or unoccupied exhibit space. In said event, all exhibitors will be notified.
8. If the ACR should be prevented from holding the exhibition for any reason beyond the ACR's control (such as, but not limited to, damage to the building, riots, strikes, acts of government, or acts of God) or if an exhibitor cannot occupy the assigned exhibit space due to reasons beyond the ACR's control, then the ACR has the right to cancel the exhibition or any part thereof, with no further liability to the exhibitor other than a refund of exhibit space fee, less a proportionate share of the exposition cost incurred.
9. Neither the management of the host facility nor the ACR shall be liable for the damage, loss, or destruction to the exhibits 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, the ACR, nor any of their agents, servants, or employees will be accountable or liable for accidents to exhibitors, their agents, or employees.
10. The exhibitor shall be liable to the host facility and/or the ACR for any damage to the building and/or the furniture and fixtures contained therein, which shall occur through acts or omissions of the exhibitor.
11. Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless the ACR, the host facility, their officers, employees, and agents against all claims, losses, and damages to persons and property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or any part thereof, including any outside exhibit areas.
12. Exhibitor acknowledges that the ACR 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.
13. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

INDUSTRY GUIDELINES

It is the responsibility of exhibitors to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices, and guidelines, and all other applicable industry guidelines (including, but not limited to, those listed below), concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the The ACR Annual Conference on Quality and Safety. In addition, the ACR encourages all exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.

Additional information about industry guidelines should be obtained from the organizations directly.

- Accreditation Council for Continuing Medical Education (ACCME) — Policies on Commercial Support and Disclosure
- Advanced Medical Technology Association (AdvaMed) — Code of Ethics on Interactions with Health Care Professionals
- American Medical Association (AMA) — Opinion 8.061: Gifts to Physicians from Industry
- Council of Medical Specialty Societies (CMSS) — Code for Interactions with Companies
- Food and Drug Administration (FDA) — Guidance Documents for FDA-Regulated Products
- Pharmaceutical Research and Manufacturers of America (PhRMA) — Code on Interactions with Healthcare Professionals

Initial _____ Date _____

HOTEL AND TRAVEL

Westin Copley Place
10 Huntington Ave.
Boston, MA 02116 USA
Tel: 617-532-4600



Room Rate:	\$289.00 per night plus applicable taxes — single/double
Group Code:	ACR Quality & Safety Conference
Reservation Deadline:	Thursday, October 4, 2018
For Online Reservations:	Visit acr.org/qualitymeeting and click on the hotel and travel tab
Phone Reservations:	Call 1-888-627-7216 and use the group code to receive the discounted room rate

For more information about the hotel, please visit westin.com/copley

- All reservations will require a guarantee with a major credit card
- Cancellations must be received two days (48 hours) prior to arrival date in order to avoid a cancellation fee
- The ACR has reserved the appropriate number of sleeping rooms; however, the ACR cannot guarantee that rooms will be available after the reservation deadline of Thursday, October 4, 2018
- Reservations made after Thursday, October 4, 2018, will be accepted on a space available basis and may not be at the ACR group rate

Local Attractions & Recreation

For more information about local attractions and activities in the Boston area, please visit bostonusa.com.

Ground Transportation

The Westin Copley Place is located approximately 3 miles from Logan International Airport and is accessible via taxi service at a cost of approximately \$35 per person, one way. For more ground transportation options, please visit massport.com/logan-airport/to-and-from-logan.

Americans with Disabilities Act

The ACR encourages the participation of all people. Individuals requiring auxiliary aids or services identified in the Americans with Disabilities Act should contact Kathy Martin, CMP at 703-262-9317 or Kmartin@acr.org prior to the start of the meeting.

We look forward to working with you in Boston!

acr.org | 1-800-373-2204 | [Twitter](#) [Facebook](#) [LinkedIn](#) [YouTube](#)