

SIIM 2010 ANNUAL MEETING

GO BEYOND YOUR  
BOOTH

Customize your Presence at SIIM 2010

2010

19440 GOLF VISTA PLAZA, SUITE 330 | LEESBURG, VA 20176

Partner with SIIM to meet your specific marketing goals and maximize your return on investment. Tell us what your marketing objectives are and we can create a customized sponsorship package for you that will result in a higher ROI for your company!

As a SIIM 2010 sponsor you will enhance your visibility with imaging informatics professionals in partnership with SIIM, and set your company's name apart from the competition.

Call Andrea Saris (x313) or Anna Marie Mason (x306) at 703-727-0432 to discuss your customized SIIM 2010 sponsorship and advertising package.

### *What are your goals for exhibiting at SIIM 2010?*

- ◆ *Introduce a new product*
- ◆ *Demonstrate product enhancements*
- ◆ *Generate new leads*
- ◆ *Meet with corporate partners*
- ◆ *Have in-depth conversations with current and potential customers*
- ◆ *Gain/strengthen brand recognition with imaging informatics professionals*
- ◆ *All of the above and more!*

# Sponsorships

Let SIIM help you build and reinforce name recognition for your company! As a sponsor of the SIIM 2010 Annual Meeting, your company is showcased as an integral part of the entire meeting. Educational grant and award sponsorships especially demonstrate your support for the imaging informatics community and your commitment to ongoing education and research. Choose to "tie-in" to the SIIM 2010 educational program!

- ❖ *Educational Grants*
- ❖ *Awards & Scholarships*
- ❖ *Integrated Learning & Networking in the Exhibit Hall*
- ❖ *Attendee Premiums*
- ❖ *Sponsorship Benefits*

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## Educational Grants

### Unrestricted Educational Grant – non-specified

This unrestricted educational grant is designed to make sponsorship attainable with even the most conservative budget. You will receive all of the benefits of a Bronze Sponsor and your grant will be used to support activities that enhance the educational program.

### Education, Scientific or Applied Learning Session Grant

A session-specific unrestricted educational grant allows you to specify the education, scientific, or applied learning session you would like to support. Your benefits will include your company logo and recognition in the final program next to your sponsored session. Additionally, after the meeting, the session will be posted as a podcast on the SIIM website and branded with your logo providing year round visibility.

## GENERAL SESSIONS

### Opening General Session Grant – Live workflow demonstration

The 2010 Opening General Session, *Using Dashboards and Business Analytics for Practice Improvement*, will be an entertaining and informative session modeling several case examples showing how the use of informatics can help you improve the business side of medical imaging.

### The Dwyer Lecture Grant

The 2010 Dwyer Lecture, *The Role of Imaging Informatics in the Next Generation of EMR/EHR*, will be presented by Paul Chang, MD, FSIM.

## Closing General Session Grant

The 2010 Closing General Session, *Value Innovation through Imaging Informatics*, is a question-and-answer panel session moderated by Steven Horii, MD, FSIM, with panelists Paul Chang, MD, FSIM; Raymond Geis, MD; and others.

Your company's visibility as a general session sponsor includes:

- Acknowledgement from the podium at the beginning of session by session chair.
- Acknowledgement on a pre-session slide.
- Your company logo/signage posted with the promotion of the lecture.
- A web banner in the SIIM 2010 e-Newsletter.
- After the meeting, the general sessions will be posted as a podcast on the SIIM website and branded with your logo providing year round visibility.

*Want to take your sponsorship of a general session to another level?*

Increase your sponsorship to include video- taping the session. The video of the session will be posted to the web year-round and branded with your logo. Contact the SIIM office for details.

## Learning Track Grant

The eight Learning Tracks for SIIM 2010 are the core of the educational programming. Each track focuses on a specific discipline within imaging informatics. Sponsor the track that brings the focus on your company's product and service offerings.

Your company's visibility as a Learning Track Sponsor includes:

- Your company logo posted with the promotion of your sponsored Learning Track;
- A web banner in the SIIM 2010 e-Newsletter promoting your sponsored Learning Track;
- After the meeting, all educational sessions from your Learning Track will be posted as a podcast on the SIIM website and branded with your logo providing year round visibility.

## IIP Bootcamp Grant

The 2010 SIIM Imaging Informatics Professional (IIP) Bootcamp is a full-day pre-conference course attended by over 150 PACS administrators. Additionally, the IIP Bootcamp is a popular e-learning resource accessed year-round by IIPs studying for IIP certification exams.

Your company's visibility as the IIP Bootcamp Sponsor includes:

- All benefits of a Platinum Sponsor plus:
- Your company logo posted with the promotion of the IIP Bootcamp;
- A web banner in the SIIM 2010 e-Newsletter promoting your sponsorship of the IIP Bootcamp;
- Your company name and logo highlighted on the cover of the syllabus, which is a best seller in the SIIM online bookstore.
- Year-round acknowledgement for your company online with the SIIM IIP Web Seminar

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## Awards & Scholarships

### The Roger A. Bauman, MD, FSIM Award supported by (*Your Company*)

The Roger A. Bauman, MD Award is presented each year for the best student paper. This award was named to honor [Dr. Bauman's](#) distinguished career in radiological informatics research and practice and his status as Founding Editor of the *Journal of Digital Imaging*.

As the sponsor of the Bauman Award you company's visibility includes:

- Your company recognized as the supporter of the award.
- A representative from your company will present the award to the winner at the meeting.
- A donation made to the SIIM Research & Education Fund\* in the name of the award winner as sponsored by your company.

#### **The (*Your Company*) Resident Scholarship Award**

The (**Your Company**) Resident Scholarship is available to all trainees (medical students, residents, and fellows) pursuing a career in radiology or medical imaging. Preference is given to residents in the first half of their training. The scholarship includes SIIM 2010 Annual Meeting registration and travel expenses, as well as a one-year SIIM membership. Two scholarships are awarded each year.

As the sponsor of the Resident Scholarship Award you company's visibility includes:

- The award named in honor of your company.
- A representative from your company will present the award to the winners at the meeting and at a press conference.
- A donation made to the SIIM Research & Education Fund\* in the name of each scholarship winner as sponsored by your company.

#### **The (*Your Company*) New Investigator Travel Award**

The (**Your Company**) New Investigator Travel Awards are presented at the annual meeting to new investigators with an area of study and interest in imaging informatics, who are in a full-time training program, or who have completed their training program within two years of the SIIM Annual Meeting. Individuals present the accepted scientific paper at the SIIM Annual Meeting.

As the sponsor of the New Investigator Travel Award your company's visibility includes:

- The award named in honor of your company.
- A representative from your company will present the awards to the winners at the meeting.
- A representative from your company will introduce the winners as they present their papers.
- A donation made to the SIIM Research & Education Fund\* in the name of each of the scholarship winners as sponsored by your company.

\*Contributions to SIIM, a 501(c)(3) organization, are tax deductible to the fullest extent of the law. SIIM will provide a tax letter acknowledging your contributions to the SIIM R&E fund.

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## Integrated Learning & Networking in the Exhibit Hall

### **Shared Learning Community in Exhibit Hall**

The shared learning community will be showcased in the exhibit hall and can be used by exhibitors to showcase your company's tools and products. This area will also host the redesigned, Third Annual Open Source Plug Fest, as well as other learning labs and small group demonstrations. The community will have four stations, each with 30" LCD video monitors. Additionally, there will be a small stage for your use prior to directing attendees to the monitors.

As a sponsor of the Shared Learning Community you company's visibility includes:

- Signage with your company name and logo above the community area

- Your company logo posted with all promotions of the Shared Learning Community (including events held in the community)
- Two timeslots exclusively assigned to your company for use of the community

### **Networking Lounge**

Attendees will find a spot right on the exhibit floor to relax, meet with colleagues, check email or have a snack. Your company can be visible in this lounge by providing snacks, sodas, or water for attendees. Attendees will be directed to your booth to receive a coupon they can use in the Networking Lounge.

### **Wine Tasting and Cheese Reception**

This event is limited only by your imagination. Work with SIIM and the Minneapolis Convention Center catering staff to set up a “food station” at your booth. Hors d’oeuvres, fruit, , desserts—what do you think will entice attendees? SIIM will provide wine and cheese stations throughout the exhibit hall as well as a promotional menu that lists your company, booth number, and food offering.

### **Roundtable Discussions**

These popular sessions will take place right on the exhibit floor, and exhibitors are encouraged to join in on the discussion alongside attendees. Participation is free for anyone. However, you may choose to sponsor a specific discussion and receive bronze level benefits plus signage and the ability to distribute literature at your sponsored roundtable.

**AND** Just outside the exhibit hall..

### **Member Lounge and Resource Center**

Located just outside the exhibit hall, the member lounge and resource center is the number one networking spot at the meeting. Attendees gather here to take advantage of wireless Internet access, arrange to meet colleagues for small group discussions, decide where to go for dinner, browse the SIIM bookstore, or recharge laptops.

As a co-sponsor or exclusive sponsor of the Member Lounge and Resource Center you company’s visibility includes:

- Exclusive or shared signage with company names and logos in the lounge.
- Your company name and logo listed as sponsor of the lounge in all promotional material.
- Your company promotional material available on tables in the lounge.

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## **Attendee Premium Sponsorships**

### **SIIM 2010 Program Planner & Notebook**

This spiral-bound notebook contains the final program meeting information at-a-glance as well as blank pages for note taking. The notebook is included in each meeting bag. Your sponsorship includes your company name and logo on the cover plus a full page, 4-color back cover advertisement. Qualifies for Platinum Sponsor Benefits.

### Meeting Bags

Display your company name and logo on this very visible promotional item. All SIIM 2010 attendees receive meeting bags containing registration materials. The SIIM 2010 Annual Meeting logo and your company logo are printed on the bag.

### Badge Lanyards

Your company name and logo, worn by every attendee, every day of the meeting! Badge lanyards are one of the most visible promotional items at the meeting.

### Hotel Keycards

Reach every SIIM 2010 attendee, every time they access their hotel room! You provide the artwork that will be printed on hotel keycards (must meet hotel requirements) and distributed to all meeting attendees staying at hotels in the SIIM housing block.

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## Sponsorship Benefits

As a sponsor of the SIIM 2010 Annual Meeting, your company will receive the following benefits based on the total amount of your support. All benefits are designed to provide you with maximum value and visibility.

	Platinum \$20,000+	Gold \$15,000+	Silver \$10,000 +	Bronze \$5,000+
Acknowledgement on SIIM 2010 website available year-round linking to your company's website	◆	◆	◆	◆
Acknowledgement in the Final Program	◆	◆	◆	◆
Acknowledgement in the monthly SIIM 2010 e-Newsletter	◆	◆	◆	◆
Meeting Sponsor Ribbons	◆	◆	◆	◆
Acknowledgement in the Spring & Summer Issues of <i>SIIM News</i>	◆	◆	◆	◆
Acknowledgement using prominent signage and banners throughout the Minneapolis Convention Center	◆	◆	◆	◆
Acknowledgement from the podium at the Opening General Session and display on slides prior to each General Session	◆	◆	◆	
Complimentary Meeting Registration Bag Insert	◆	◆		
Exhibitor in the Spotlight – a 1-3 minute video (provided by you) to be embedded in the SIIM 2010 website	◆			
One Complimentary SIIM Membership Mailing List	◆			
Demo Room	◆			

# Advertising

Gain exposure to SIIM attendees by taking advantage of one or more of our print and e-advertising advertising opportunities.

Participate in one of the sponsorship opportunities and your advertising spending will be added to your sponsorship support in determining your Sponsor level. (Advertising opportunities purchased alone do not qualify for sponsor benefits.)



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## Print Opportunities

### **“You are Here” Exhibitor Booth Locator**

Make it easy for attendees to locate your booth! Your company logo and booth will be highlighted in two places on this giant map of the exhibit hall. Positioned at the entrance to the hall, it is the first stop for attendees as they enter the hall. Choose to be the single sponsor of the Booth Locator and gain the ability to display your product (limited to a 3’ x 3’ space) beside the locator.

### **Exhibit Hall Map Insert - *SIIM News***

The Exhibit Hall Map is an insert to the April Annual Meeting issue of *SIIM News*, SIIM’s four-color member magazine. Your participation in this issue will put your company in front of SIIM members prior to the meeting *and* SIIM meeting attendees in Minneapolis. This opportunity provides your company with a business card-sized advertisement that will be displayed in the border surrounding the map of the exhibit floor and additionally, your company’s booth will be highlighted on the map. The advertisement will provide your company’s logo and name, booth number, and website URL. This guide will make it easy for attendees to navigate directly to your booth.

**Additional Special Offer** - Promote your company’s message on the back cover of the insert with a full-page ad. Attendees will be able to pull out the insert and carry it with them to help navigate the Exhibit Hall. Showcase your exhibit booth for every attendee at SIIM 2010.

### **Meeting Bag Insert**

Use this opportunity to advertise you product or service and build brand presence. Advertiser supplies approximately 1,500 inserts and all inserts must be approved by SIIM prior to production.

### **SIIM Practical Imaging Informatics Textbook Gift Certificate**

Give your customers the gift of the new SIIM textbook: *Practical Imaging Informatics: Foundations and Applications for PACS Professionals*. The textbook, published in the fall of 2009, is an indispensable reference for the practicing IIP, those studying for a certification exam, and any professional who needs quick access to the nuts and bolts of imaging informatics. Have these certificates at your booth to give to VIPs to redeem at the SIIM Member Lounge and Resource Center. If ordered by May 3, 2010, each gift certificate will be printed with your company name and logo. Certificates ordered after that date will have a blank for you to write in your company information.

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## Online and e-Opportunities

### **Advertisement/e-mail Postcard**

Create an HTML advertisement (that includes your exhibit booth number) to be sent by SIIM on your company's behalf to our list of over 10,000 e-mail contacts. Call for specifications.

### **SIIM 2010 Banner Advertisement**

Create a banner advertisement (that includes your exhibit booth number) to be displayed on the SIIM 2010 website. From January 1, 2009 until June 30, 2009 our 2009 Annual Meeting website was visited 33,775 times. This is an excellent way to reach not only annual meeting attendees but everyone who visits the website. Call for specifications.

### **Attendee e-Newsletter Banner Advertisement**

Create a banner advertisement (that includes your exhibit booth number) to be displayed in an issue of the SIIM 2010 Attendee e-Newsletter. This newsletter is distributed to an email list of over 10,000 and is an excellent way to reach a broad group of imaging informatics professionals. Call for specifications.

### **Auxiliary User Group & Educational Meetings**

Make it easy for your users by hosting your company's user group meeting in conjunction with SIIM 2010. Partner with SIIM and we will facilitate promotion of your auxiliary meeting to SIIM members and attendees.

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## Complimentary Marketing Resources

SIIM is pleased to offer these complimentary marketing resources to all SIIM 2010 exhibiting companies.

- ❖ Innovation Theater - Exhibiting companies have the opportunity to capture an audience to launch a new product, hold a press conference, or educate meeting attendees about your product or service. Take advantage of this marketing opportunity to highlight your company! It's FREE! Limited time slots are available. Call the SIIM office to reserve your time today!

- ❖ SIIM 2010 Web Button – Post the SIIM 2010 web button on your website letting your customers know that you are a SIIM 2010 exhibitor.
- ❖ Online Exhibit Guide – Exhibiting companies will be listed on the SIIM 2010 website alphabetically and by product category. Each exhibiting company will also have a dedicated page highlighting your website, company/product description, product categories, and your booth number. Attendees will have a direct link from your dedicated page to your website!
- ❖ Pre-registration Meeting Attendee Mailing List – Direct attendees to your booth with your marketing message using the complimentary pre-meeting professional attendee mailing list.
- ❖ Final Program Exhibitor Listing – Your company will be listed twice in the Final Program. One listing with a product description and a second listing with product categories.

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