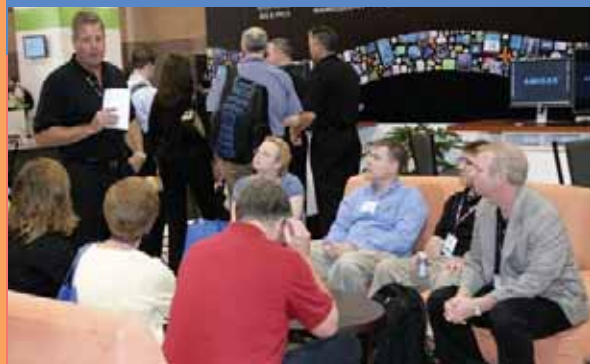


Siim 2010

ANNUAL MEETING

EXHIBITOR PROSPECTUS

The 2010 Annual Meeting of the
Society for Imaging Informatics in Medicine
JUNE 3-6 • MINNEAPOLIS



All exhibitor materials
are available online:

- Application & Contract
- Floor Plan
- Rules & Regulations
- Marketing Tools

www.siim2010.org

VALUE
INNOVATION
THROUGH
IMAGING
INFORMATICS

INTEGRATED LEARNING

SIIM 2010 is placing a strong emphasis on the integration of the educational program and technical exhibits by offering NEW opportunities for exhibitors to participate in the educational program! Highlights include new learning tracks, vendor tie-in sessions as part of the applied learning sessions, and a shared learning community in the exhibit hall to showcase special events, such as the Open Source Plug Fest, roundtables, corporate presentations and demonstrations, scientific posters and demonstrations, and the caBIG project.

Building on the annual meeting's rich history of interchange between vendors and attendees, SIIM works with its corporate partners year-round to create active and ongoing relationships with imaging informatics professionals. The synergy developed through these partnerships culminates at the annual meeting, where professionals come together to share knowledge and perspectives to create an intellectual link between the industry's newest products and services and the SIIM 2010 program.



INTERACT FACE-TO-FACE WITH YOUR TARGET AUDIENCE!

The Society for Imaging Informatics in Medicine (SIIM) invites you to exhibit at the SIIM 2010 Annual Meeting, to be held June 3-6 at the Minneapolis Convention Center. This year's meeting theme and program, "Value Innovation through Imaging Informatics," highlights the unique opportunity to showcase and sell your products and services, make valuable contacts,



and learn the latest developments in the field of imaging informatics! Be sure to bring your engineering and application personnel to interact with SIIM attendees, who have a high-level knowledge of medical imaging technology.

SIIM 2010 is the best opportunity of the year to reach the full breadth of professionals in medical imaging informatics, all of whom play important roles in the imaging chain. Take advantage of the institutional teams of users, influencers, and decision-makers at the meeting to demonstrate your newest technologies; display advances in your products; and develop quality, long-term business relationships within the community.

DISCOVER WHAT'S NEW IN 2010!

Explore the many new activities that are taking place right on the exhibit floor to help you to maximize your return on investment. Discover how your company can integrate into the educational program through one of these new opportunities:

- Vendor Tie-In Applied Learning Sessions
- Scientific posters and demonstrations displayed in the Exhibit Hall
- Shared Learning Community
- Innovation Theater
- Networking Lounge
- Roundtable Discussions
- Wine Tasting and Cheese Reception in the Exhibit Hall
Thursday, June 3, 5:00 pm-7:00 pm

Complete details on all of these opportunities are available at www.siim2010.org

11 Total Hours of Unopposed Time in the Exhibit Hall!

Attendees will have an unprecedented amount of dedicated time to spend in the Exhibit Hall at the SIIM 2010 meeting! Attendees will now have the opportunity to visit the exhibit hall during the following times without missing educational sessions!	Thursday, June 3	9:30 am – 10:15 am 11:45 am – 1:15 pm 2:45 pm – 3:30 pm 5:00 pm – 7:00 pm
	Friday, June 4	9:30 am – 10:15 am 11:45 am – 1:15 pm 2:45 pm – 3:30 pm 5:00 pm – 6:00 pm
	Saturday, June 5	9:30 am – 10:15 am 11:45 am – 1:00 pm

GO BEYOND YOUR BOOTH AND CUSTOMIZE YOUR PRESENCE AT SIIM 2010!

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 or strengthen brand recognition with imaging informatics professionals
- All of the above and more!

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!

Sponsorship opportunities include:

- Educational Grants
- Awards & Scholarships
- Integrated Learning & Networking in the Exhibit Hall
- Attendee Premiums

Gain additional exposure to SIIM attendees by taking advantage of one or more of our print/e-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.

RESERVE YOUR BOOTH SPACE NOW!

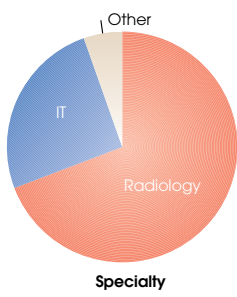
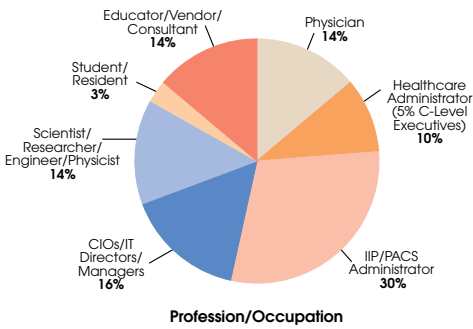
Exhibitor Application & Contract and floor plan are now available at www.siim2010.org, or call Andrea Saris at 703-723-0432, x313.

Call Marilee Peterson, Corporate Program Manager, at 703-723-0432 x310 to discuss your customized SIIM 2010 sponsorship and advertising package.

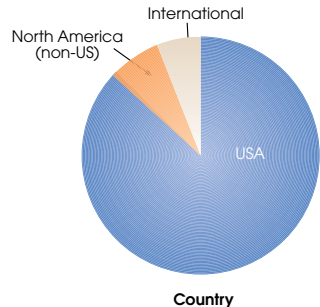
INFLUENTIAL PROFESSIONALS ATTEND THE SIIM ANNUAL MEETING!

The SIIM Annual Meeting is where the full scope of imaging informatics professionals throughout the health care enterprise – physicians, IT executives, directors, managers, PACS administrators, vendors, health care administrators, engineers, and scientists – come together to explore the field of imaging informatics.

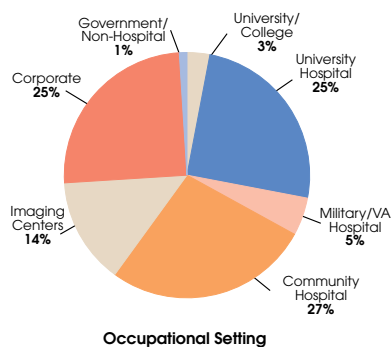
SIIM 2010 offers the opportunity to interact one-on-one with the buying team of users, initiators, influencers, and decision-makers, and presents for developers and users the ability to learn from each other. SIIM meeting attendees are a specialized audience of qualified buyers that stay on top of technical innovations and the clinical implementations of image management systems. So be sure to bring your engineer and application personnel to interact with SIIM attendees!



More and more medical specialties outside of radiology send representatives to the SIIM meeting – pathology, cardiology, oncology, orthopedics, neurology, veterinary medicine, dentistry, and biomedical engineering. SIIM Annual Meeting participants continue to be multi-disciplinary, working throughout the health care enterprise, and increasing in diversity.



Participants traveled to SIIM 2009 from 45 U.S. states and every continent on the globe.



A growing number of CIOs, IT Directors, and Physicians are attending the SIIM Annual Meeting. More than one-half of professional attendees that attended SIIM 2009 did so as 2-12 person organizational teams. In 2009, newbies (or first timers) were 49% of professional attendees.

IMPORTANT DATES AND DEADLINES

December 31

Priority Period Deadline

January 11

Priority Booth Assignment

January 12

General Booth Assignment Begins

February 25

Deadline for 50% Refund for Reduction or Cancellation of Space

February 26

Exhibitor Block Housing Deadline (more than 10 rooms)

March 3

Exhibitor Service Manual Available

March 19

Exhibitor Block Housing Rooming Lists Deadline

April 16

Function Space Request Deadline

April 30

Exhibitor-Appointed Contractor Request Deadline

May 10

Exhibitor Individual Housing Deadline (10 rooms or less)

May 21

Exhibitor Booth Personnel Pre-registration Deadline

May 21

Advance Warehouse Shipment Deadline

May 26

Exhibit Contract Deadline

May 31

Target Exhibitor Move-In – island booths

June 1-2

Exhibitor Move-In

June 3-5

SIIM 2010 Technical Exhibits Open

June 5-6

Exhibitor Move-Out

BECOME AN EXHIBITOR & REACH YOUR TARGET AUDIENCE!

VENUE

Minneapolis Convention Center
Hall B

1301 Second Avenue South
Minneapolis, MN 55403

www.minneapolisconventioncenter.com

Exhibit Hall Open Hours

Thursday, June 3	9:30 am – 7:00 pm
Friday, June 4	9:30 am – 6:00 pm
Saturday, June 5	9:30 am – 1:00 pm

Exhibitor Move-In

Monday, May 31*	2:00 pm – 5:00 pm
Tuesday, June 1	8:00 am – 5:00 pm
Wednesday, June 2	8:00 am – 5:00 pm

*Target move-in for island booths – 20' x 20' and larger

Exhibitor Move-Out

Saturday, June 5	1:00 pm – 10:00 pm
Sunday, June 6	8:00 am – 5:00 pm

Exhibitor Registration

Wednesday, June 2	8:00 am – 5:00 pm
Thursday, June 3	7:00 am – 7:00 pm
Friday, June 4	7:00 am – 6:00 pm
Saturday, June 5	7:00 am – 1:00 pm

Exhibitors will be permitted to enter the exhibit hall 90 minutes prior to the time the exhibit hall opens on the first day and 60 minutes prior to exhibit hall opening on each subsequent day. Exhibitors are permitted to stay in the exhibit hall 30 minutes after it closes.

Booth Fees

\$35.00 per square foot
Standard Exhibitor
\$31.50 per square foot
SIIM Corporate Member Exhibitor

Minimum booth size is 10' x 10' (100 square feet)

To secure booth space at SIIM 2010, complete the SIIM 2010 Exhibit Space Application & Contract and return it to the SIIM office. Full payment must accompany the application and contract.

Included in Your Exhibit Booth Fee:

- Complimentary standard 7' x 44' sign listing company name and booth number.
- 8' high back wall drape and 3' high side drape.
- Complimentary guest badges based on booth size.

- Three complimentary exhibitor personnel registration badges per 100-square-foot space.
- 24-hour exhibit hall perimeter security.
- Complimentary one-time use of pre-meeting attendee registration list to promote your participation at SIIM 2010.
- Listing in the Preliminary Program distributed to approximately 15,000 people if you sign-up by December 1, 2009.
- Two Final Program listings of your company/product description, booth number, and product categories.
- Online Exhibitor Guide listing with a link to your website, your company/product description, booth number, and product categories.
- Access to SIIM 2010 educational and scientific sessions.

Exhibitor Rules & Regulations

The SIIM 2010 Rules & Regulations have been updated and are available for review online. The SIIM 2010 Rules & Regulations are a binding and integral part of your contract.

Exhibit Booth Assignments

To take advantage of the priority exhibitor booth assignment period, the Exhibit Space Application & Contract and full payment must be received by December 31, 2009. Booth assignments will be made on a first-come, first-served basis. You must be a SIIM 2009 exhibitor and/or a SIIM corporate member to be eligible to participate in the priority booth assignment period. New exhibitors and contracts received after this date will be assigned exhibit space beginning January 12, 2010, on a first-come, first-served basis. Exhibit contracts will be accepted until May 26, 2010.

Booth Reduction & Cancellation

The deadline for 50% cancellation refund or reduction of exhibit space is February 25, 2010, and must be made in writing. If cancellation or reduction is made after February 25, 2010, 100% of the exhibit booth fee will be retained.

SIIM Contact

Andrea Saris
Director of Meetings
P: 703-723-0432, x313
Email: asaris@siimweb.org
www.siim2010.org



19440 Golf Vista Plaza, Suite 330
Leesburg, Virginia 20176
siim2010@siimweb.org
www.siimweb.org