

May 2010

Dear Prospective Exhibitor:

The Society of Breast Imaging (SBI) will hold two breast MRI meetings that will feature interactive case discussions with expert faculty. The courses are intended to help radiologists move beyond the basics and apply classroom knowledge in the clinical setting. This case-based review course will expose the attendee to multiple challenging breast MRI cases, fully supervised by experienced, expert breast MR faculty. Using an electronic audience response system (ARS), all attendees will get immediate feedback regarding their own performance as well as the ability to measure their responses against those of their peers. The case based presentations will be augmented by pertinent educational material, presented in traditional lecture format.

***Reach diagnostic radiologists in the field of breast imaging by participating with a tabletop display at this meeting.***

**Tabletop Display Area, \$1,500**

- The tabletop displays will be located in the registration area where continental breakfasts and refreshment breaks will be set to provide maximum exposure to the meeting participants.
- The tabletop display hours are as follows:
  - **Day 1: Saturday, October 9, 2010 (Houston) / January 29, 2010 (Miami)**
    - 7:00 am - 8:00 am
    - 10:00 am – 10:30 am
    - 12:30 pm – 1:30 pm
    - 3:00 pm – 3:30 pm
  - **Day 2: Sunday, October 10, 2010 (Houston) / January 30, 2010 (Miami)**
    - 7:00 am - 8:00 am
    - 10:30 am – 11:00 am
- One 6' x 30" draped and skirted table will be provided.
- Two complimentary exhibitor registrations with access to the educational activity and meal functions (two continental breakfasts, one lunch, three breaks).
- Listing of your company name in materials distributed to attendees at the conference.
- Final registration list with attendee mailing addresses.

If your company is interested in meeting members of this SBI breast MRI meeting audience, we invite you to participate with a tabletop display by completing the attached "Application for Tabletop Display" form and returning it to me at *Society of Breast Imaging, Attn: Justine Wood, 1891 Preston White Drive, Reston, VA 20191* or [jwood@acr.org](mailto:jwood@acr.org) or FAX: 703-716-4487 before **August 6, 2010**.

Please note that there is a **limited amount of space for tabletop displays**, and space is available on a first-come, first-serve basis. Once your application is reviewed and accepted, additional information about the meeting logistics, such as shipping and set-up, will be forwarded to you.

We hope you will join the SBI in Houston or Miami. Thank you for your consideration.

Sincerely,

***Justine Wood***

Justine Wood  
Senior Meeting Manager, SBI

**Meeting Venues:**

**October 9 – 10, 2010**  
**JW Marriott Houston**  
5150 Westheimer Road  
Houston, TX, 77056-5506

**January 29 – 30, 2011**  
**The Fairmont Turnberry Isle**  
19999 West Country Club Drive  
Aventura, FL 33180