Overview

The SBI/ACR Breast Imaging Symposium is the largest dedicated breast imaging conference in the world. The conference consists of a plenary session, panel discussions and focused single topic refresher courses that cover a wide variety of topics. The course is designed for radiologists, technologists and medical physicists involved in breast imaging, and hosts an exhibit hall with the latest technology. Attendees will have the opportunity to hear new and original research being presented at one of several scientific sessions offered throughout the meeting.

Exhibitors will have a total of eight hours of dedicated exhibit hall time that does not compete with education sessions. Complimentary refreshment breaks, lunches and receptions are hosted by the SBI and will be in the exhibit hall to maximize booth traffic.

Exhibit Schedule

<table>
<thead>
<tr>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 5, 2017</td>
<td>April 6, 2017</td>
<td>April 7, 2017</td>
<td>April 8, 2017</td>
</tr>
<tr>
<td>8:00 am</td>
<td>9:30 am – 4:30 pm</td>
<td>8:00 am – 5:00 pm</td>
<td>9:30 am – 5:00 pm</td>
</tr>
<tr>
<td>Installation of Exhibits</td>
<td>Exhibitor Registration</td>
<td>Exhibitor Registration</td>
<td>Exhibitor Registration</td>
</tr>
<tr>
<td>10:00 am – 10:30 am</td>
<td>Refreshment Break</td>
<td>10:00 am – 10:30 am</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>12:30 pm – 2:00 pm</td>
<td>Lunch</td>
<td>12:00 pm – 1:30 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>4:30 pm – 5:30 pm</td>
<td>Exhibit Hall Open, Reception</td>
<td>5:00 pm – 6:00 pm</td>
<td>Exhibit Hall Open, Reception</td>
</tr>
<tr>
<td>TOTAL DAILY EXHIBIT HALL HOURS: 3.0</td>
<td>TOTAL DAILY EXHIBIT HALL HOURS: 3.0</td>
<td>TOTAL DAILY EXHIBIT HALL HOURS: 2.0</td>
<td>TOTAL DAILY EXHIBIT HALL HOURS: 2.0</td>
</tr>
</tbody>
</table>

For More Information, Contact:
Pamela Plater, CMP, CEM
pplater@sbi-online.org
(703) 648-8967
Society of Breast Imaging
1891 Preston White Drive
Reston, VA 20191
www.sbi-online.org
(703) 715-4390
**PLEASE NOTE**
- The exhibit hall is carpeted, and exhibitors **are not** required to carpet their exhibit space.
- The ceiling height in the Pasadena Room is 10-14 feet, and details are included on the exhibit hall floor plan.

**EXHIBIT SPACE**
The exhibit-space fee includes:
- 8-foot-high back drape and 3-foot-high side-rail drapes for linear booths
- Identification sign with company name and booth number
- Company listing on the SBI website and meeting app
- Four (4) complimentary Exhibitor badges per exhibiting company
- Pre-conference registration list
  (One time use only - email address only)*
- Post-conference registration list
  (One time use only – email address only)*

**FEES, PAYMENTS AND CANCELLATION**
- Booth space is available in 10’ x 10’ units, and the fee is $3,000 per 10’ x 10’ unit. There is an additional $200 fee per corner. Corner assignments cannot be guaranteed.
- Booth space can be reserved by accessing the online exhibitor portal ([click here](https://acr.org)). A **50% booth deposit** is due with your application.
- On show site, booth shipments will not be released until 100% of payment is received by SBI.
- Payment for can be made by check in U.S. funds, payable to the Society of Breast Imaging and mailed to SBI Exhibits, 1891 Preston White Drive, Reston, VA 20191. **The SBI tax ID number is 22-2701-841. Please be sure to indicate your booth # on your check.**
- Credit cards will be accepted and will be assessed a 3% credit card processing fee in addition to the booth fee. (No exceptions.)
- For a cancellation after the signed contract is returned, 50% of the booth space fee will be retained by the SBI.

**EXHIBITOR SERVICE KIT**
The exhibitor service kit will be available in January 2017. The service kit will include information from the general contractor, Brede Exposition Services, and other official contractors, including electricity, Internet, AV, etc.

**It is the responsibility of the exhibiting company to provide confirmation materials to the company/companies they have contracted with for services. Third parties should not contact SBI Show Management for this information.**

**HOUSING**
$229 single/double plus applicable taxes. The current tax rate is 15.695% and is subject to change without notice.

For reservations call 800-937-8461 and request the group code for the Society of Breast Imaging before the cutoff date, March 1, 2017.

For web reservations, [click here](https://acr.org).

**REGISTRATION**
Exhibitors will receive four complimentary registrations per company. Additional registrations in excess of the four complimentary registrations will be charged an additional fee of $100. Please note that exhibitors who wish to apply for CME credits must pay for a regular conference registration fee to comply with ACCME guidelines.

**BOOTH SPACE ASSIGNMENTS**
Booth space assignments are based on a first come-first served basis. Please note that all booth spaces reserved will require a 50% deposit. Without a 50% deposit, your booth space is not guaranteed.

The SBI reserves the right to reassign any cancelled spaces to companies who sign-up at a later date. In the event of issues related to space requests or conditions beyond its control, the SBI reserves the right to change the exhibit floor plan or relocate exhibiting companies.

"Attendees are asked to opt-in at the time of registration in order to receive emails from vendors. Attendees have the option of opting-out."
Promotional & Sponsorship Opportunities

$25,000 Platinum Plus (2 Opportunities)

Platinum Plus sponsors have the option of choosing one of the support items below or may contact the SBI to discuss other options.
- Two (2) rotating banner ads on meeting app Events Guide page
- Hotel keycards

Includes:
- Signage at event
- Invitation for two (2) to participate in SBI Corporate Relations Breakfast with SBI leadership
- Invitation for two (2) to attend the SBI President's Reception
- Recognition and link on the SBI website and meeting app
- Four (4) non CME registrations, in addition to complimentary exhibitor badges

$20,000 Platinum (2 Opportunities)

Platinum sponsors have the option of choosing one of the support items below or may contact the SBI to discuss other options.
- Focus session (20 person limit - No CME, F&B included, AV not included, SBI menu choice)
- *Non CME activity - company sponsored private luncheon or reception. (50 people limit, F&B and AV not included. Sponsoring company must work directly with hotel on logistics.)

Includes:
- Signage at event
- Invitation for two (2) to participate in SBI Corporate Relations Breakfast with SBI leadership
- Invitation for two (2) to attend the SBI President's Reception
- Recognition and link on the SBI website and meeting app
- Three (3) non CME registrations, in addition to complimentary exhibitor badges

$15,000 Gold (2 Opportunities)

Gold sponsors have the option of choosing one of the support items below or may contact the SBI to discuss other options.
- *Focus Session (10 person limit – No CME, F&B/AV not included)
- Sponsor breakfast for SBI Registrants for two days (F&B included, SBI menu choice, signage at breakfast)

Includes:
- Signage at event
- Invitation for two (2) to participate in Corporate Relations Breakfast with SBI leadership
- Invitation for two (2) to attend the SBI President's Reception
- Napkins with company logo only during breakfast for the days that breakfast is being sponsored
- Recognition and link on the SBI website and meeting app
- Two (2) non CME registrations, in addition to complimentary exhibitor badges

*Does not include any special room sets or AV equipment rental, electrical, internet and/or food/beverages, other additional costs that may be associated with these events.

**Faculty Lunch is NOT a focus session; it is an informal setting for faculty to meet during lunch. Two sponsor representatives will be welcome to attend on an informal basis.
Promotional & Sponsorship Opportunities

$10,000 Silver (2 Opportunities)

Silver sponsors have the option of choosing one of the support items below or may contact the SBI to discuss other options.

- Company sponsored morning coffee breaks for registrants for 3 days (SBI menu choice)
- Company sponsored afternoon coffee breaks for registrants for 2 days (SBI menu choice)

Includes:

- Signage at event
- Invitation for one (1) to participate in SBI Corporate Relations Breakfast with SBI leadership
- Invitation for two (2) to attend the SBI President’s Reception
- Recognition and link on the SBI website and meeting app
- Two (2) non CME registrations, in addition to complimentary exhibitor badges

Marketing & Advertising Opportunities – Call for Pricing & Details

- Guest room door drop at host hotel only
- Product Theater in exhibit hall
- Carpet logos in Exhibit Hall
- Banner advertisements on SBI meeting app
- Charging station
- Internet cafe
- Ancillary event

Don’t See It Listed?

If there is something that your company would like to sponsor but do not see it listed, please contact Pam Plater at pplater@sbi-online.org to discuss. We will work with you to create the opportunity that works best for your company.

Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>January 2017</td>
<td>Distribution of confirmation materials, including booth assignments and the online Exhibitor Service Kit</td>
</tr>
<tr>
<td>March 1, 2017</td>
<td>Written requests due to use an Exhibitor Appointed Contractor (EAC) and Certificate of Insurance for EAC</td>
</tr>
<tr>
<td>March 1, 2017</td>
<td>Exhibitor personnel registration due</td>
</tr>
<tr>
<td>March 1, 2017</td>
<td>Last day to receive SBI Group Rate at The Westin Bonaventure LA</td>
</tr>
<tr>
<td>March 31, 2017</td>
<td>Last day to pay balance on booth space</td>
</tr>
<tr>
<td>April 1, 2017</td>
<td>All exhibitor applications must be accompanied with 100% payment</td>
</tr>
</tbody>
</table>
Exhibitor Floor Plan

(as of July 2016 and subject to change)

Breast Imaging Symposium 2017

Westin Bonaventure Hotel & Suites
Pasadena Room
Los Angeles, California

April 6-9, 2017

SBI/ACR

Inventory as of 06/20/2016

Exhibitor Prospectus – SBI/ACR Breast Imaging Symposium

www.sbi-online.org

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| THURSDAY  
April 6, 2017 | FRIDAY  
April 7, 2017 | SATURDAY  
April 8, 2017 | SUNDAY  
April 9, 2017 |
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>8:00 am</strong></td>
<td><strong>Diagnosis and Treatment</strong></td>
<td><strong>Practice in the US and Worldwide</strong></td>
<td><strong>Enhanced Skills and Knowledge</strong></td>
</tr>
<tr>
<td><strong>8:30 am</strong></td>
<td><strong>Break</strong></td>
<td><strong>Break</strong></td>
<td><strong>Break</strong></td>
</tr>
<tr>
<td><strong>9:00 am</strong></td>
<td><strong>Screening and the State of Breast Imaging (cont.)</strong></td>
<td><strong>Biology and Treatment (cont.)</strong></td>
<td><strong>Challenges in Breast Imaging Practice (cont.)</strong></td>
</tr>
<tr>
<td><strong>9:30 am</strong></td>
<td><strong>12:00 - 5:30 pm</strong></td>
<td><strong>Lunch 12:00 - 1:30 pm</strong></td>
<td><strong>Adjourn at 12:00 pm</strong></td>
</tr>
<tr>
<td><strong>10:00 am</strong></td>
<td><strong>Lunch</strong></td>
<td><strong>Lunch 12:00 - 1:30 pm</strong></td>
<td><strong>Refresher Courses (5) 1:30 - 2:30 pm</strong></td>
</tr>
<tr>
<td><strong>10:30 am</strong></td>
<td><strong>Break</strong></td>
<td><strong>Break</strong></td>
<td><strong>Break</strong></td>
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<tr>
<td><strong>11:00 am</strong></td>
<td><strong>Refresher Courses (5) 2:00 - 3:00 pm</strong></td>
<td><strong>Break</strong></td>
<td><strong>Break</strong></td>
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<tr>
<td><strong>11:30 am</strong></td>
<td><strong>Break</strong></td>
<td><strong>Break</strong></td>
<td><strong>Break</strong></td>
</tr>
<tr>
<td><strong>12:00 pm</strong></td>
<td><strong>Refresher Courses (5) 3:30 - 4:30 pm</strong></td>
<td><strong>Break</strong></td>
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<tr>
<td><strong>1:30 pm</strong></td>
<td><strong>Break</strong></td>
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<td><strong>2:00 pm</strong></td>
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<td><strong>2:30 pm</strong></td>
<td><strong>Break</strong></td>
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<td><strong>2:45 pm</strong></td>
<td><strong>Break</strong></td>
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<td><strong>3:00 pm</strong></td>
<td><strong>Break</strong></td>
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<tr>
<td><strong>3:15 pm</strong></td>
<td><strong>Break</strong></td>
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<td><strong>3:30 pm</strong></td>
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<td><strong>3:45 pm</strong></td>
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<td><strong>4:00 pm</strong></td>
<td><strong>Break</strong></td>
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<td><strong>4:15 pm</strong></td>
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<td><strong>4:30 pm</strong></td>
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<td><strong>4:45 pm</strong></td>
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<td><strong>5:00 pm</strong></td>
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<td><strong>5:30 pm</strong></td>
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<td><strong>6:00 pm</strong></td>
<td><strong>Break</strong></td>
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<tr>
<td><strong>6:30 pm</strong></td>
<td><strong>Break</strong></td>
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<td><strong>Break</strong></td>
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<tr>
<td><strong>7:00 pm</strong></td>
<td><strong>Break</strong></td>
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<td><strong>Break</strong></td>
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<tr>
<td><strong>7:30 pm</strong></td>
<td><strong>Break</strong></td>
<td><strong>Break</strong></td>
<td><strong>Break</strong></td>
</tr>
</tbody>
</table>

**WELCOME RECEPTION**  
Exhibit Hall  
4:30 - 5:30 pm

**REFRENCER COURSES (5)**  
4:00 - 5:00 pm

**RECEPTION**  
Exhibit Hall  
5:00 - 6:00 pm
INSTRUCTIONS

Please print clearly or type all information requested.
Sign this copy and mail with payment to:
SBI Exhibit Management, Attn: Pamela Plater, CMP, CEM
1891 Preston White Drive, Reston, VA 20191

EXHIBIT COMPANY/ORGANIZATION INFORMATION

COMPANY: ____________________________

BOOTH CONTACT NAME: ____________________________

All information will be sent to the person listed above and this person is responsible for distributing the appropriate SBI show management information to the individuals working on the logistics for the exhibit booth—both internal co-workers and external company staff hired to handle booth logistics.

MAILING ADDRESS: ____________________________

CITY, STATE, ZIP/POSTAL CODE, COUNTRY: ____________________________

PHONE: ____________________________ E-MAIL: ____________________________

EXHIBIT AGREEMENT

I have read and understand the SBI Exhibit Rules and Regulations and information included in the SBI/ACR 2017 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.

COMPLETED BY (PRINT NAME): ____________________________

SIGNATURE: ____________________________ DATE: ____________________________

TITLE: ____________________________

SPACE SELECTION

Booth Number(s): Booth Size: 10’ x 10’ units $3,000 per unit # Corners: $200 per external corner Total Amount:

1st Choice: ____________________________ ____________________________ ____________________________ $ 

2nd Choice: ____________________________ ____________________________ ____________________________ $ 

3rd Choice: ____________________________ ____________________________ ____________________________ $ 

SBI Show Management reserves the right to assign, rearrange, and relocate booths as necessary. Proceed to next page
PROXIMITY TO SPECIFIC EXHIBITING COMPANIES

List Exhibiting Companies you wish to be near:  
List Exhibiting Companies you do NOT wish to be near:

1. 

2. 

3. 

Space Assignment Priority

Rank 1 – 2 – 3, beginning with most important criteria for space assignment: ___Floor Location ___Competitor Proximity ___Corner Space

If the company name has changed, please provide other company name(s) that may have been used in the past:

PAYMENT

The acceptable form of payment is a check drawn on a US bank, payable to the Society of Breast Imaging or a major credit card (MasterCard, Visa, AMEX). Please note that all credit card payments will be assessed a 3% processing fee in addition to the booth fee. Sign this document and mail it with payment to:

SBI Exhibit Management, Attn: Pamela Plater, CMP, CEM, 1891 Preston White Drive, Reston, VA 20191
SBI Federal Tax ID: 22-2701-841.

Total Amount: $_________________  
Check Payment Type:  ☐ Check  ☐ Credit Card

If paying by credit card, please enter information below:

Name on Card: ___________________________________________________________________________________________

Credit Card:  ☐ MasterCard  ☐ Visa  ☐ AMEX  Credit Card Number: _______________________________ Expiration Date: _____________

Signature of Cardholder: _______________________________________________________________________________________

Terms of Payment

Payment must accompany this application. Applications will not be processed, nor will booths be assigned without the required payment.
Exhibit Rules and Regulations

I. Eligibility to Exhibit
The exhibits are an integral part of the SBI/ACR Breast Imaging Symposium. Products and services to be 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.

II. 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 the Society of Breast Imaging (SBI) for the efficient or safe operations of SBI/ACR Breast Imaging Symposium Exhibit (Show), including, but not limited to, those contained in the printed and online Exhibit 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.

III. Restrictions on Exhibit Space Use
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. The placement of booth materials and furnishings may not create a visual obstruction to the neighboring exhibitor. Solicitations or demonstrations by exhibitors must be confined within the boundaries of their booth. No person, firm or organization not having contracted with SBI for space in the exhibit hall will be permitted to display or demonstrate any products, processes, or services, or solicit orders or distribute advertising materials at the meeting. Any infringement of these regulations will result in the prompt removal of the offending person from the conference. Due to the layout of the Hotel, 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.

The exhibitor will not be permitted to store packing crates and boxes in the booth or the exhibit areas during the exhibit show hours. If there are unsightly boxes/freight or storage behind booths, Exhibit Management will instruct Brede Decorating Services to remove boxes/freight and will be stored at elsewhere at exhibitor's expense.

IV. Mailing List Use
Exhibitors will be provided a pre-conference attendee email list for one-time use and a post-conference attendee email list for one-time use. All email content must be approved by SBI prior to sending. Exhibitors must use full conference title in email messages. Any mailings must also include SBI’s seed list. Conference attendees are asked to opt-in at the time of registration in order to receive email messages from exhibitors. Conference attendees have the option to opt-out of receiving messages from exhibitors.

V. Cancellations and No-Show / Force Booth Set-up
For a cancellation after the signed contract is returned, 50% of the booth space fee will be retained by the SBI. Notification of cancellation must be made in writing to SBI Exhibit Management via email—pplater@sbi-online.org; mail—SBI, 1891 Preston White Drive, Reston, VA 20191 or fax (703) 716-4487. The email date, the date of the postmark, 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 premises at least ten (10) days prior written notice to SBI. The exhibitor shall provide SBI with an original certificate of insurance evidencing the maintenance of liability insurance complying with all requirements of this paragraph.

The exhibitor shall be liable to the host facility and/or SBI for any damage to the building and/or the furniture and fixtures contained therein, which shall occur through acts or omissions of the exhibitor.

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, damage, and claims.

Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor’s activities on the Hotel premises except for any claims, loss, or damages arising directly from the hotel’s own negligence. Society of Breast Imaging will be responsible to negotiate the contract with its exhibitors.

VI. Indemnification
The Exhibitor agrees to indemnify, defend and hold harmless SBI, its officers, directors, agents, employees, and members, and the Westin Bonaventure (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 exhibit 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.

VII. Fire Protection
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 the 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.

VIII. Insurance
Each exhibitor is responsible for maintaining such property and casualty insurance for its exhibit and display materials as the exhibitor shall deem adequate. Any policy providing such insurance must contain a waiver of any right of subrogation as to any claims against SBI, its officers, directors, agents or employees and Hotel, its owners, its operator, Marriott International, Inc. Each exhibitor must maintain general commercial liability insurance and workers’ compensation insurance, each in an amount of not less than $2 million ($2,000,000) for any one occurrence, against claims for personal injury, death or property damage connected in any way with the exhibitor’s participation in the exhibition. Such insurance must include coverage of the indemnification obligations of the exhibitor as stated in these Exhibit Rules and Regulations and must cover SBI and Hilton International, Inc. as an additional named insured. In addition, the insurance policy or policies must provide that coverage cannot be cancelled or reduced without at least ten (10) days prior written notice to SBI. The exhibitor shall provide SBI with an original certificate of insurance evidencing the maintenance of liability insurance complying with all requirements of this paragraph.

The exhibitor shall be liable to the host facility and/or SBI for any damage to the building and/or the furniture and fixtures contained therein, which shall occur through acts or omissions of the exhibitor.

IX. Force Majeure
If SBI should be prevented from holding the exhibition for any reason beyond SBI’s control (such as, but not limited to, damage to the building, riot, strikes, acts of government or acts of God) or an exhibitor cannot occupy the assigned exhibit space due to reasons beyond SBI’s control, then SBI 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.

X. Security
We ask that you honor all security rules which have been established to assure that your property is not lost or damaged.

A. Overall guard service will be provided by SBI for the exhibit period, but neither the guard service nor SBI will be responsible for loss or damage to any property for any cause.

B. 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.

C. 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.

D. SBI/ACR 2017 Breast Imaging Symposium badges must be worn by exhibitors at all times during exhibit hours to gain entry to the exhibit space.

E. Work badges are valid only for setup and breakdown of the exhibits. They may not be used during exhibit hours.

F. Protection of your exhibit and property is your own responsibility. Each exhibitor must make provisions for the safeguarding of his/her goods, materials, equipment and display at all times. Also check your own insurance coverage.

G. 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.

H. Unusual activities or persons in the Exhibit Hall should be reported immediately to SBI staff or security.

XI. 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.

A. 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.

B. The written request to use an EAC must be submitted to SBI Exhibit Management by February 10, 2017.

C. All EAC representatives must obtain badges by checking in at the SBI Exhibit Registration Desk. No badges will be issued to EAC companies who are not pre-registered and for whom insurance certificates have not been submitted.

D. It is understood that the EAC shall be responsible for 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 Brede 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.

XII. Booth Activities

A. Entertainment — The use of music, dancers, mimes or other similar entertainment will not be permitted in the Exhibit Hall.

B. Distribution of Food — Distribution of food other than hard candy or similar items will not be permitted without prior written approval from SBI Exhibit Management. All such items must be approved by the SBI Exhibit Management and must be distributed from the confines of the Exhibitor’s booth.

C. Distribution of Printed Materials — Distribution of printed materials by an exhibitor is limited to their rented space in the Exhibit Hall. This restriction also applies to distribution of materials or placement of signs in the hotel(s) used by SBI to house registrants of the meeting.

D. Photography in the Hall — 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.

E. Special Effects — Audiovisual and other sound and attention-getting devices and effects will be permitted only if they do not interfere with the activities of neighboring exhibitors and must be approved in advance by SBI Exhibit Management.

F. Product Presentation — 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. Documentation of compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices must be submitted to SBI with the space application. Failure to meet marketing and labeling standards will result in removal of the device/drug in question from the exhibit hall or forfeiture of exhibition space. NO EQUIPMENT OPERATED IN THE EXHIBIT HALL MAY PRODUCE RADIATION AT ANY TIME DURING MOVE-IN, THE EXHIBIT PERIOD OR MOVE-OUT.

Booth Privacy — All exhibitor activities in the Exhibit Hall must be confined to the exhibitor’s allotted exhibit space. Exhibitors may only enter exhibit areas other than their own by invitation so that there is no misunderstanding about taking ideas and/or objects. Violators of this will be penalized with a reduction of points for future SBI meetings.

Smoking — Smoking is prohibited in the conference venue.

Prize drawings in booths are permitted if allowed under applicable state and local laws that govern drawings. Exhibitors are responsible for verifying compliance with such laws.

Giveaways — Exhibitors may distribute small, tasteful token gifts such as pens, notepads, etc. from their booths. 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.

K. Performance Licenses — Exhibitor will be solely responsible for obtaining any necessary licenses or permission to use any copyrighted works that exhibitor may use.

XIII. Function Space Requests

A. No hospitality functions or user meetings may be held during the program portion of the conference.

B. Exhibitor only meetings may be scheduled any time during the conference. Exhibitors who wish to use Westin Bonaventure for meetings must submit a written request directly to SBI Exhibit Management. If you wish to use any non-official hotel, you may make arrangements directly with the hotel.

Registration & Badges

A. Each exhibiting company will be allotted four (4) complimentary personnel badges. Additional personnel will be charged at $100.00 each.

B. Exhibitor Registration information will be available through the online exhibitor portal.

C. Exhibitor personnel badges are not to be issued to radiologists, press, suppliers, vendors or others who wish to gain admittance for the purpose of making contacts.

D. The official SBI/ACR 2017 Breast Imaging Symposium Exhibitor badge must be worn in the Exhibit Hall at all times. All setup and dismantling personnel must wear special work badges while in the hall.

They may be obtained at the SBI Exhibitor Registration Desk.

E. Each individual exhibitor and/or exhibit representative will be responsible for procuring his/her SBI/ACR 2017 Breast Imaging Symposium badges at the SBI Exhibitor Registration Desk. They will not be distributed in bulk to one representative of the company.

F. Exhibitor company badges are not to be substituted for official SBI/ACR 2017 Breast Imaging Symposium badges. SBI badges are not to be defaced in any way.

G. No one will be admitted into the Exhibit Hall without the proper badge.

H. No one under 16 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.

XIV. Use of SBI’s Name/Logo

The names, insignias, logos, and acronyms of SBI are proprietary and use of these items is prohibited with the written permission of SBI.

XV. Americans with Disabilities Act (ADA)

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.