Society of Breast Imaging/American College of Radiology Breast Imaging Symposium

April 25-28, 2015 • Hilton Bonnet Creek • Orlando, FL

EXHIBITOR PROSPECTUS

April 25 - 28, 2015, Conference
April 25 - 27, 2015, Exhibits

Breast Imaging Symposium
2015

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April 25-28, 2015 • Hilton Bonnet Creek • Orlando, FL
Overview

The 2015 SBI/ACR Breast Imaging Symposium, previously known as the Postgraduate course, is the largest dedicated breast imaging conference in the world. The meeting 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. And for the first time, attendees will have the opportunity to hear new and original research being presented at one of several scientific sessions offered throughout the meeting. Be sure to attend the conference that features a renowned program faculty and attracts the largest audience of breast imaging professionals.

The SBI/ACR Breast Imaging Symposium is the place where the important decision makers with the budgets and buying power come to make their evaluations of breast imaging products and services. Nowhere else will you find this concentration of breast imaging customers with the capacity to purchase your company’s equipment and services.

Make plans to exhibit at the 2015 SBI/ACR Breast Imaging Symposium and:
- Introduce new products and services
- Provide customers with updates about existing products and services
- Meet qualified prospects
- Evaluate your competition
- Maintain relationships with your customers
- Spot market trends
- Generate sales leads

The conference schedule features 9.5 hours of dedicated exhibit hall hours that do not compete with symposium sessions. Complimentary refreshment breaks, lunches, and receptions are hosted by the SBI and will be in the exhibit hall to maximize attendance in the exhibit hall and increase booth traffic.

Exhibit Schedule

<table>
<thead>
<tr>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
<th>MONDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 12:00 pm</td>
<td>8:00 am – 5:00 pm</td>
<td>8:00 am – 4:30 pm</td>
<td>9:30 am – 2:00 pm</td>
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<td>Decorator Move-in (Tentative)</td>
<td>Exhibitor Registration Open</td>
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<td>Exhibitor Registration Open</td>
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<tr>
<td>1:00 pm – 5:00 pm</td>
<td>8:00 am – 5:00 pm</td>
<td>10:00 am – 10:30 am</td>
<td>10:00 am – 1:30 pm</td>
<td>10:00 am – 1:30 pm</td>
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<tr>
<td>Installation of Exhibits (Tentative)</td>
<td>Installation of Exhibits</td>
<td>Refreshment Break</td>
<td>Exhibit Hall Open</td>
<td>Exhibit Hall Open</td>
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<td>Lunch</td>
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<td>12:00 pm – 1:30 pm</td>
<td>2:30 pm – 2:45 pm</td>
<td>1:30 pm – 10:00 pm</td>
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<td></td>
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<td>Reception</td>
<td>Reception</td>
<td>Dismantling of Exhibits</td>
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<tr>
<td></td>
<td></td>
<td>TOTAL DAILY EXHIBIT HALL HOURS: 4.0</td>
<td>TOTAL DAILY EXHIBIT HALL HOURS: 3.5</td>
<td>TOTAL DAILY EXHIBIT HALL HOURS: 2.0</td>
</tr>
</tbody>
</table>

Exhibitor Prospectus – SBI/ACR Breast Imaging Symposium

For More Exhibit Information
Pamela Plater
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
General Information

CONFERENCE AND EXHIBIT HALL LOCATION
The exhibit hall will be located in the Bonnet Creek Ballroom (Sections VII-XII) of the Hilton Orlando Bonnet Creek, 14200 Bonnet Creek Resort Lane, Orlando, Florida 32821, phone (407) 597-3601.

PLEASE NOTE
- The exhibit hall is carpeted, and exhibitors are not required to carpet their exhibit space.
- The ceiling height in the Bonnet Creek Ballroom is 20ft., 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.
- Listing for 11 months in the SBI online exhibitor directory
- Listing in Exhibitor Directory with company description and contact information
- Four (4) Exhibitor badges per 10 x 10 booth space
- One Lead retrieval system per 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 on an aisle. Corner assignments cannot be guaranteed.
- In order to be processed, the exhibitor application must be accompanied by 50 percent of the total rental fee.
- Payment for exhibit space should be made by check in U.S. funds, payable to the Society of Breast Imaging and mailed with the Exhibit Space Application and Contract to SBI Exhibits, 1891 Preston White Drive, Reston, VA 20191.
- The SBI tax ID number is 22-2701-841.
- Credit cards will be accepted and will be assessed a 3% credit card processing fee in addition to the booth fee.
- For a cancellation or reduction of space after the signed contract is returned, 100% of the booth space fee will be retained by the SBI.

CONFIRMATION MATERIALS
Confirmation materials will be distributed in January 2015 and will include booth assignments, registration information for exhibit booth personnel, and information about the online Exhibitor Services Kit. After this date, these materials will be distributed as exhibit contracts are processed. 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
Housing for all conference participants is available on a first come, first served basis. Reservations can be made by phone or online. For web reservations, click here. For phone reservations, contact the Hilton Orlando Bonnet Creek Reservations at (407) 597-3600 and request the group code HSBI for the Society of Breast Imaging group rate before Wednesday, March 30, 2015, to qualify for the SBI rate of $249 single or double occupancy, plus applicable taxes (presently 12.5% per room, per night and subject to change).

REGISTRATION
Registration materials for exhibit booth personnel will be distributed in January 2015. Exhibitors will receive four complimentary registrations per 10’ x 10’ exhibit space. 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 availability of space at the time the exhibitor application is received, and exhibitor preferences will be taken into consideration when assigning spaces. Please note that exhibitor applications received without 50 percent of the exhibit fee will not be processed and a booth number WILL NOT be assigned.

After the initial space assignments, 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.
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
- Pre-conference registration list (One time use – email addresses only)
- Post-conference registration list (One time use – email addresses only)
- 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
- Four (4) non CME registrations

$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 not 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.)
** Faculty Lunch for one day - includes invite for two representatives (F&B included, SBI menu choice)

Includes:
- Signage at event
- Pre-conference registration list (One time use – email addresses only)
- Post-conference registration list (One time use – email addresses only)
- 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
- Three (3) non CME registrations

$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
- Pre-conference registration list (One time use – email addresses only)
- Post-conference registration list (One time use – email addresses only)
- 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
- Two (2) non CME registrations

*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) (1 opportunity)
- Company sponsored afternoon coffee breaks for registrants for 3 days (SBI menu choice) (1 opportunity)

Includes:

- Signage at event
- Pre-conference registration list (One time use – email addresses only)
- Post-conference registration list (One time use – email addresses only)
- 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
- Two (2) non CME registrations

Marketing & Advertising Opportunities – Call for Pricing & Details

- Guest room door drop at host hotel only
- Product Theater
- Carpet logos in Exhibit Hall
- Banner advertisements
- Hand sanitizer (kiosk)
- Cell phone 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 the details. 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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<tbody>
<tr>
<td>January 2015</td>
<td>Distribution of confirmation materials, including booth assignments and the online Exhibitor Service Kit</td>
</tr>
<tr>
<td>March 1, 2015</td>
<td>Written requests due to use an Exhibitor Appointed Contractor (EAC) and Certificate of Insurance for EAC Exhibitor personnel registration list due</td>
</tr>
<tr>
<td>March 30, 2015</td>
<td>Last day to receive SBI Group Rate at Hilton Orlando Bonnet Creek</td>
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</tbody>
</table>
## Schedule-at-a-Glance

(As of July 2014 and subject to change)

<table>
<thead>
<tr>
<th>SATURDAY</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Biology of Breast Cancer – The Molecular Imperative</td>
<td>Beyond Population Based Screening</td>
<td>Accessing Information in Breast Imaging for Patients &amp; Doctors</td>
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<tr>
<td>8:30 am</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
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<tr>
<td>9:00 am</td>
<td>Screening (cont.)</td>
<td>Exhibit Hall Open</td>
<td>Exhibit Hall Open</td>
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<tr>
<td>9:30 am</td>
<td>Exhibit Hall Open 12:00 - 5:30 pm</td>
<td>Application of Digital (cont.) Lunch 12:00 - 1:30 pm</td>
<td>Lunch 12:00 - 1:30 pm</td>
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<tr>
<td>10:00 am</td>
<td>Refresher Courses (5) 1:30 - 2:30 pm</td>
<td>Refresher Courses (5) 2:45 - 3:45 pm</td>
<td>Break</td>
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<td>10:30 am</td>
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<td>11:00 am</td>
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<tr>
<td>11:30 am</td>
<td>Refresher Courses (5) 3:30 - 4:30 pm</td>
<td>Refresher Courses (5) 4:00 - 5:00 pm</td>
<td>Break</td>
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<tr>
<td>12:00 pm</td>
<td>WELCOME RECEPTION</td>
<td>Reception</td>
<td>President’s Reception</td>
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<td>1:30 pm</td>
<td>Exhibit Hall 4:30 - 5:30 pm</td>
<td>Exhibit Hall 5:00 - 6:00 pm</td>
<td>Break</td>
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<tr>
<td>7:30 pm</td>
<td>Break</td>
<td>Break</td>
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</tbody>
</table>
Faculty Members

(As of July 2014 and subject to change)

Jay Baker, MD
Lawrence Bassett, MD
Wendie Berg, MD, PhD
Robyn Birdwell, MD
Rachel Brem, MD
R. James Brenner, MD, JD
Elizabeth Burnside, MD, MPH, MS
Priscilla Butler, MS
Gilda Cardenosa, MS, MD
Michael Cohen, MD
Laura Collins, MD
Christopher Comstock, MD
Wendy DeMartini, MD
D. David Dershaw, MD
Stamatia Destounis, MD
Peter Eby, MD
W. Phils Evans, III, MD
Laurie Fajardo, MD
Stephen Feig, MD
Bruno Fornage, MD
Sujata Ghate, MD
Katrina Glazebrook, MD
Paula Gordon, MD
Jennifer Harvey, MD
Thomas Helbich, MD, MBA
Mark Helvie, MD
R. Edward Hendrick, PhD
Marc Homer, MD
Kevin Hughes, MD
Phan Huynh, MD
Debra Ikeda, MD
Bonnie Joe, MD
Daniel Kopans, MD
Carol Lee, MD
Janie Lee, MD, MSc
Constance Lehman, MD, PhD
Jessica Leung, MD
John Lewin, MD
Karen Lindfors, MD
Michael Linver, MD
Martha Mainiero, MD
Ellen Mendelson, MD
Cecilia Mercado, MD
Barbara Monsees, MD
Debra Monticciolo, MD
Elizabeth Morris, MD
Linda Moy, MD
Lisa Newman, MD
Jean Paquelet, MD
Brett Parkinson, MD
Liane Philpotts, MD
Etta Pisano, MD
Steven Poplack, MD
Sughra Raza, MD
Jocelyn Rapelyea, MD
Murray Rebner, MD
Eric Rosen, MD
Robert Rosenberg, MD
Marilyn Roubidoux, MD
Francesco Sardanelli, MD
Ellen Shaw de Paredes, MD
Mahesh Shetty, MD
Edward Sickles, MD
Robert Smith, PhD
Mary Scott Soo, MD
Janice Sung, MD
Heidi Umphrey, MD
Linda Warren, MD
Gary Whitman, MD
Pamela Wilcox, RN, MBA
Wei-Tse Yang, MD
Margarita Zuley, MD
INSTRUCTIONS
- Please print clearly or type all information requested.
- Sign this copy and mail with payment to:
- Return by December 22, 2014 for first consideration in space assignments.
- Booth assignments will be mailed in January 2015.

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 2015 SBI/ACR 2015 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.
PROXIMITY TO SPECIFIC EXHIBITING COMPANIES

List Exhibiting Companies you wish to be near: __________________________________________________________
1. _______________________________________________________________________________________
2. _______________________________________________________________________________________
3. _______________________________________________________________________________________

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

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:
_________________________________________________________________________________________

COMPANY LISTING FOR THE 2015 SBI/ACR 2015 BREAST IMAGING SYMPOSIUM EXHIBITOR DIRECTORY

COMPANY: _____________________________________________________________
PHONE: _______________________________________________________________________
EMAIL: _______________________________________________________________________
WEBSITE: _______________________________________________________________________

PRODUCT / SERVICE DESCRIPTION:
Please send via e-mail a 50-word company product and/or service description to be included in the exhibitor directory to exhibits@sbi-online.org.

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.
I. Eligibility to Exhibit

The exhibits are an integral part of the SBI/ACR 2015 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 2015 Breast Imaging Symposium Exhibition (Show), including, but not limited to, those contained in the printed and online Exhibitor Information (Manual), the Exhibitor Service Kit, and any correspondence from SBI or its agents(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 and/or storage behind booths, Exhibit Management will instruct Brede Decorating Services to remove boxes/freight and will be stored at elsewhere at exhibitor expense.

IV. Cancellations and No-Show / Force Booth Set-up

For a cancellation or reduction of space 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—Exhibits@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, the fax date stamp, or the date the letter is submitted by a private service to the SBI will be the basis for any refund. 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, riots, strikes, acts of government, or acts of God) or if 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.

V. Indemnification

The Exhibitor agrees to indemnify, defend and hold harmless SBI, its officers, directors, agents, employees, and members, and the Hilton Orlando Bonnet Creek (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 exhibitor 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 trademarked 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.

VI. 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 an 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.

VII. 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.

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 any agents, servants, and employees from any and all such losses, damages, 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.

VIII. 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, riots, strikes, acts of government, or acts of God) or if 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.

IX. 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 2015 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.

X. Exhibitor-Appointed Contractors

Exhibitors who 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 13, 2015.

C. All EAC representatives must obtain badges by checking in at the SBI Exhibitor 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 cosignatory to 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.

XI. Booth Activities

A. Entertainment — The use of music, dancers, mimics 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 exhibit 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 booth. 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.

XII. 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 Hilton Orlando Bonnet Creek 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 per 10’ x 10’ booth space rented. Additional personnel will be charged at $100.00 each.

B. Exhibitor Registration information will be available early 2015.

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 2015 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 2015 Breast Imaging Symposium badge 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 2015 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.

XIII. 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.

XIV. 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.