

April 15, 2014

Dear Prospective Exhibitor:

The Society of Breast Imaging (SBI) will hold the next Case-Based Review & Advanced Breast Imaging Course on Digital Breast Tomosynthesis, September 20-21, 2014, at the Bellagio in Las Vegas, Nevada. Lectures on basic principles of the modality, how to interpret studies with masses and calcifications, and workflow plus practical applications will be given by Fellows of the Society of Breast Imaging who have had extensive experience with DBT. This case-based review course will expose the attendee to multiple DBT cases, fully supervised by experienced, expert 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 approximately 150 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 same 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 September 20th**
 - 7:00 am - 8:00 am
 - 10:00 am – 10:30 am
 - 12:30 pm – 1:30 pm
 - 2:45 pm – 3:15 pm
 - **Day 2: Sunday September 21st**
 - 7:00 am - 8:00 am
 - 10:00 am – 10:30 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).
- Final registration list with attendee mailing addresses.

If your company is interested in meeting radiologists at this meeting, we invite you to participate with a tabletop display by completing the attached "Application for Tabletop Display" form and returning it to the Society of Breast Imaging, Attn: Pamela Plater, 1891 Preston White Drive, Reston, VA 20191 or pplater@acr.org or FAX: 703-716-4487.

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 your company will join the SBI in Las Vegas. Thank you for your consideration.

Sincerely,

Pamela Plater

Pamela Plater, CMP, CEM
Sr. Meeting Manager, Meeting Services for SBI