The role of cardiovascular magnetic resonance (CMR) is growing and continues to evolve as a major tool for the diagnosis and assessment of the heart. According to a recent Society for Cardiovascular Magnetic Resonance (SCMR) survey, 70% of members have seen growth in scans being performed and 22% have seen growth over 25%. Furthermore, 80% believe that CMR utilization will continue to grow at an annual rate of 10–20% over the next three years.

Driving this growth is the SCMR. The SCMR is the leading organization of global healthcare professionals committed to the further development and clinical application of CMR through education, quality control, research, and training. Our passion and commitment to educating referring physicians, seeking higher reimbursement, shortening exam times, and training providers have contributed to the growth of CMR. The SCMR membership, which has grown to over 2,600, includes cardiologists, radiologists, physicists, and technologists with the majority working and practicing in hospital settings. As the leaders in CMR, the SCMR represents a very educated market that delivers and influences CMR research, education, and standards of clinical practice. They are involved in increasing levels of influence in all areas of medical imaging and cardiovascular healthcare. Meet face to face with these high-level decision makers who buy and develop the products and services you deliver.
SCMR DEMOGRAPHICS

Primary Specialty

- 49%
- 24%
- 10%
- 7%
- 5%
- 5%

CARDIOLOGIST
RADIOLOGIST
TECHNOLOGIST
OTHER

SCIENTIST

2014 – 2018

Registration Numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendees</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>1,226</td>
<td>New Orleans, LA USA</td>
</tr>
<tr>
<td>2015</td>
<td>1,451</td>
<td>Nice, France</td>
</tr>
<tr>
<td>2016</td>
<td>1,305</td>
<td>Los Angeles, CA USA</td>
</tr>
<tr>
<td>2017</td>
<td>1,406</td>
<td>National Harbor, MD USA</td>
</tr>
<tr>
<td>2018</td>
<td>1,851</td>
<td>Barcelona, Spain</td>
</tr>
</tbody>
</table>

BARCIA
GLOBAL
Membership

<table>
<thead>
<tr>
<th>Region</th>
<th>Membership Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>46%</td>
</tr>
<tr>
<td>Europe</td>
<td>27%</td>
</tr>
<tr>
<td>Asia</td>
<td>13%</td>
</tr>
<tr>
<td>Canada</td>
<td>4%</td>
</tr>
<tr>
<td>Australia</td>
<td>4%</td>
</tr>
<tr>
<td>Latin America</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

2014 – 2018
Membership Growth

- 2014: 2,195
- 2015: 2,342
- 2016: 2,339
- 2017: 2,553
- 2018: 2,611

- 56% of meeting attendees performed over 11 CMR cases per week
- 30% of meeting attendees attended for the first time
Acquire and educate the most qualified leads in CMR at the Society for Cardiovascular Magnetic Resonance (SCMR) 22nd Annual Scientific Sessions.

Share your newest technology, products, services, and career opportunities with the largest gathering of diverse and creative thought leaders from all over the world. More than 1,500 healthcare professionals and trainees attend the SCMR’s annual meeting to discover the latest solutions and developments, medical advances, clinical evidence, and breakthroughs in CMR technology.
EXHIBITING AT THE SCMR’S SCIENTIFIC SESSIONS GIVES YOU A COMPETITIVE ADVANTAGE:

• Gain valuable face time with key decision makers from more than 20 countries
• Develop new product ideas by attending educational and scientific sessions
• Generate new leads and increase sales with exposure to more than 1,500 CMR professionals

BENEFIT FROM EXHIBIT HALL TRAFFIC BOOSTERS:

• 21.5 total hours (5.5 unopposed) of exhibit time provided throughout the meeting
• Beverage breaks will be rotated throughout the hall every day
• SCMR giveaways (names will be drawn in the hall and attendees must be present to win)
• Session rooms located next to the Exhibit Hall, drawing clinicians and scientists to the hall
• Listing in the official Scientific Session’s printed program book and mobile app
EXHIBIT LOCATION

*Hyatt Regency Bellevue on Seattle's Eastside*

900 BELLEVUE WAY NE, BELLEVUE, WA 98004

BOOTH SPACE RATES

**Includes:** Pipe and drape booth space and identification sign
- Regular Inline Rate: $4,000 per 10’ x 10’ booth
- Corner Booth Rate: $4,250 per 10’ x 10’ booth
- Premium Island Rate: $16,000 per 20’ x 20’ booth
- Publisher’s Rate $1,500 per 10’ x 10’ booth

EXHIBIT SPACE LOCATION

Please identify your first three choices of booth locations (by booth number) on your application. Every effort is made to assign all booth locations in accordance with each exhibitor’s preference. Assignments are made on a first-come first-served basis, upon receipt of the completed exhibitor application and payment.

BOOTH CONSTRUCTION

- Standard booths are limited to 8’ background drapes and 3’ side drapes (these are not hard wall booths).
- Maximum height of in-line exhibits is 8’ and may extend only 5’ from the back wall. The remaining 5’ must not exceed 4’ in height.

EXHIBIT CONTACT

If you have any questions about the exhibit area or booth arrangement, please contact Pete Pomilio, Chief Operating Officer for SCMR, at (856) 423-7222 x237.
EXHIBITOR DIRECTORY & MOBILE APP

The Exhibitor Directory will be distributed to each Conference registrant as part of the final program. The link to download the mobile app will be emailed to all attendees two weeks prior to the meeting. Both platforms include: exhibitor’s name, address, booth number(s), and description of product(s)/service(s).

REGISTRATION

(This applies to those not taking an Exhibit Marketing Package)

• One (1) Full Conference registration will be provided to each exhibiting company per 10 x 10 booth at no additional charge.
• Two (2) Exhibit Hall Only registrations per 10 x 10 booth will be provided without charge.
• Additional Exhibit Hall Only badges are available for $150.00 each (no access to sessions).
• The Badge Request Form and a Conference Registration Brochure will be sent to all exhibitors upon receipt of signed contract and payment.

All exhibiting companies will be required to adhere to show rules and regulations published on the official meeting website.

PREVIOUS EXHIBITORS

<table>
<thead>
<tr>
<th>Artery</th>
<th>Materialise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bayer Healthcare</td>
<td>Medis Medical Imaging Systems BV</td>
</tr>
<tr>
<td>Cardiovascular Imaging Solutions LTD</td>
<td>Medtron AG</td>
</tr>
<tr>
<td>CIRCLE Cardiovascular Imaging Inc.</td>
<td>MedVoxel Systems Inc</td>
</tr>
<tr>
<td>Cohesic</td>
<td>Morpheus Medical</td>
</tr>
<tr>
<td>Diagnosoft, Inc.</td>
<td>Nano4Imaging GmbH</td>
</tr>
<tr>
<td>EPflex</td>
<td>NeoSoft / NeoCoil, LLC</td>
</tr>
<tr>
<td>Galgo Medical</td>
<td>Philips Healthcare</td>
</tr>
<tr>
<td>GE Healthcare</td>
<td>Pie Medical Imaging B.V.</td>
</tr>
<tr>
<td>Guerbet</td>
<td>Precision Image Analysis</td>
</tr>
<tr>
<td>Heart Imaging Technologies, LLC</td>
<td>Siemens Healthineers</td>
</tr>
<tr>
<td>HeartVista Inc.</td>
<td>TeraRecon</td>
</tr>
<tr>
<td>Imricor Medical Systems</td>
<td>Canon (Formerly Toshiba America Medical Systems)</td>
</tr>
</tbody>
</table>
EXHIBIT INSTALLATION/MOVE-IN HOURS*
Wednesday, February 6 .............................. 12:00 pm - 8:00 pm
Thursday, February 7 ............................... 8:00 am - 12:00 pm

EXHIBITION DATES AND HOURS*
Thursday, February 7 .............................. 12:00 pm - 7:00 pm
Friday, February 8 .................................. 7:30 am - 6:30 pm
Saturday, February 9 ............................... 7:30 am - 3:30 pm

EXHIBIT DISMANTLE/MOVE-OUT HOURS*
Saturday, February 9 ............................... 3:30 pm - 10:00 pm

*Dates and times are subject to change.
   Please refer to the meeting website for up-to-date information.

CANCELLATION OF SPACE
Friday, November 30, 2018 – Full refund if booth space is cancelled on or before this date. The SCMR maintains a 50% cancellation penalty after this date.

IMPORTANT DATES TO MARK ON YOUR CALENDAR

<table>
<thead>
<tr>
<th>DECEMBER 2018</th>
<th>DECEMBER 2018</th>
<th>JANUARY 2019</th>
<th>JANUARY 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>14</td>
<td>16</td>
<td>23</td>
</tr>
</tbody>
</table>

Company description deadline  
Final Program advertising deadline  
Exhibitor registration and badge form due  
Bag insert and hotel door drop materials deadline
Shepard Exposition Services has made every effort to ensure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied, are made with respect to the floor plan. If the location of building columns, utilities or other architectural components of the facility is a sole responsibility of the exhibitor/show management to physically inspect the facility to verify all dimensions and locations.
Scientific Session Marketing & Sponsorship Opportunities

The SCMR offers several marketing and support opportunities for the Scientific Sessions to meet your needs. Your company name will be visible at a wide range of activities, increasing your exposure to CMR decision makers, purchasers and influencers. The SCMR acknowledges the importance of corporate partners and recognizes that without their generous support, the success of the Scientific Sessions would not be possible.

LUNCH SYMPOSIA: $20,000*

These non-accredited one-hour programs, independently developed and directly supported by your company, are presented in an educational format designed to provide the attendees with insights into new developments and product offerings impacting CMR practice.

This price includes the following benefits:

• One-hour access to host hotel room space for up to 180 attendees**
• Supply of standard audiovisual equipment in the room
• Onsite signage outside of the meeting room and one company generated sign or banner displayed in the registration area
• Inclusion in the program book, mobile app and conference website
• Customized alert sent to all attendees via the mobile app
• One full conference registration
**PRODUCT THEATER: $10,000**

Partner with the SCMR to get your message out to the marketplace. Product Theaters provide a non-accredited, 30 minute session held during show hours where you can interact with attendees to demonstrate products, conduct focus group, or show brief educational presentation.

**This price includes the following benefits:**

- 30-minute access to host hotel room space for up to 125 attendees**
- Supply of standard audiovisual equipment in the room
- Inclusion in the program book, mobile app and conference website
- One full conference registration

* Food and beverage, internet access and additional AV needs are not included and can be ordered separately by company if needed.

** SCMR does not guarantee headcount.

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**CONFERENCE TOTE BAGS (EXCLUSIVE): $7,500**

Your company name, along with the conference logo, will be imprinted on the conference tote bag distributed to all attendees at registration.

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**EXHIBITOR MARKETING PACKAGE: $8,000**

Take advantage of our marketing package to bundle several highly effective opportunities into one. Package includes:

- One 10’ x 10’ inline booth
- Two full conference registrations
- Two exhibit hall only registrations
- One insert in attendee tote bag
- Half page ad in final program book
- One time use of pre- or post-meeting mailing list (emails not provided)
CHARGING STATION (EXCLUSIVE): $6,000

Opportunity to brand one of the most popular hangout spots for meeting attendees. Supporting company can customize panels on the charging station and provide table-top materials throughout the duration of the meeting.

LANYARDS (EXCLUSIVE): $5,500

Your one-color company name, along with the conference logo, is on the lanyard distributed to all attendees at registration and offers great exposure through the length of the meeting (SCMR to produce lanyards).

HOTEL KEY CARDS (EXCLUSIVE): $5,000

A design of your choice is placed on the hotel keycard distributed to all guests staying at the host hotel. This offers you great exposure through the length of the attendee’s stay (SCMR to produce key cards with company approval).

COFFEE BREAKS: $3,000

Coffee, hot tea, water and soda are provided for attendees at each of the designated break times. Support includes signage during the break and mention in the final program.

EDUCATIONAL GRANTS

Educational grants help provide support necessary to provide a high quality, educational program. All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation.
No promotional, commercial, or advertising materials are included. All support will be disclosed to participants. Please contact the SCMR staff to discuss how we can learn more about your company’s grant process.

**AFFILIATE MEETING SPACE: $2,000**

Reserve a room in the host hotel for two-hours to conduct a user-meeting or client event. Rooms are only available during non-program hours and will not be listed in the final program book or conference app. Includes standard AV package.

**MOBILE APP ADVERTISING**

Multiple branding opportunities are available to advertise on the official mobile app utilized by all attendees.

- Landing Page: $4,000
- Banner Ad: $1,500

**HOTEL ROOM DROP: $4,000**

Opportunity to have one item placed in all attendee host hotel rooms.

**CONFERENCE TOTE BAG INSERT: $1,000**

Opportunity to insert one item into the conference bag given to all attendees at registration.

**FINAL PROGRAM BOOK ADVERTISEMENTS**

Place your ad in the Final Program for direct attendee exposure.

- Inside back cover: $2,000
- Full page: $1,500
- Half page: $750

*Please contact SCMR to discuss any of the above listed opportunities and customize a package that best matches your company’s needs.*
Foundations of Cardiovascular Magnetic Resonance –

*A Level I SCMR Workshop*

The Society for Cardiovascular Magnetic Resonance invites you to support the Foundations of CMR Workshop being held in 2018:

**APRIL 28 – 29TH: CHICAGO, IL USA**
**SEPTEMBER 29 – 30TH: MONTREAL, QC CANADA**
**DECEMBER TBD: HOUSTON, TX USA**

Join us for the SCMR Level I CMR certification workshops, as experts guide the participants through the fundamentals of cardiovascular magnetic resonance (CMR), reflecting on the added value of using CMR in clinical practice. There will be an emphasis on the clinical applications of CMR, with review of the appropriate use criteria and patients who might benefit most from the unique technology. Clinical cases will be used liberally throughout the course to emphasize key concepts. In addition to Level I certification, participants will be eligible to claim CME credits for the time spent in the course.

Plan now to be a part of one or several workshops, the ideal platform to showcase your latest products, capture new leads, and give product demonstrations to an influential audience. The following opportunities are available for support:
TIER 1 — $10,000 (maximum of 3); $9,000 for multiple workshops
- Software/workstation provider
- Your company's software/workstations will be used for case review sessions
- (1) 6-ft. draped table
- Opportunity to add 1 question to post-meeting evaluation
- 3 complimentary registrations
- Acknowledged as “supported by” on all communication (website, email, onsite signage)
- Post event attendee list

TIER 2 — $5,000; $4,000 for multiple workshops
- 20-minute presentation
- (1) 6-ft. draped table
- 2 complimentary registration
- Acknowledged as “supported by” on all communication (website, email, onsite signage)
- Post event attendee list

TIER 3 — $1,500; $1,000 for multiple workshops
- (1) 6-ft. draped table
- 1 complimentary registration
- Acknowledged as “supported by” on all communication (website, email, onsite signage)
- Post event attendee list
Corporate Advisory Board

The SCMR recognizes the need to effectively incorporate industry input into the activities directed towards achieving the mission of the Society; and therefore is initiating the formation of a Corporate Advisory Board (CAB). The CAB will provide a unique opportunity to pool and apply financial and human resources to the benefit of all CMR stakeholders.

The CAB will be comprised of a coalition of global industry leaders together with clinical, academic, and scientific leaders in the field of CMR. The focus of the CAB will be on the creation of soundly developed, actionable projects designed:

• to advocate globally for appropriate utilization and reimbursement,
• to expand the availability and quality of physician education, and
• to increase awareness of and access to CMR by referring physicians and their patients.

These projects will have the overarching goal of increasing the appropriate utilization of CMR with the expected result of raising the standard and availability of cardiovascular healthcare globally.

Annual corporate membership fees will be used to directly support the implementation and completion of projects defined by the CAB. Each Member Company will hold two seats on the CAB.

FEE STRUCTURE

Founding Member: (before 30 Sept. 2018) . . . . . $10,000 annual membership fee
Regular Member: (after 1 Oct. 2018) . . . . . . . . $15,000 annual membership fee
**Industry Support Recognition**

The SCMR support recognition program provides additional benefits and marketing opportunities at no cost to those companies whose total spend meets or exceeds the levels outlined below.

### PLATINUM LEVEL $65,000
- Opportunity to provide three non-product related questions for the Interactive Audience Survey and summary of the results
- Private meeting with SCMR leadership
- Private room in host hotel exclusively available for your company to meet with attendees throughout the meeting
- Five SCMR annual memberships
- One-time blast email sent to all SCMR members (SCMR to circulate)
- One-time blast email sent to all conference attendees (SCMR to circulate)
- Recognition of Platinum Level at the conference with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgment in the Final Program
- Recognition of Platinum Level on the SCMR website (home page) including web link
- Complimentary one-time use of the pre-registered and the final attendee registration mailing lists

### GOLD LEVEL $35,000
- Opportunity to provide two non-product related questions for the Interactive Audience Survey and summary of the results
- Private meeting with SCMR leadership
- Three SCMR annual memberships
- One-time blast email sent to all conference attendees (SCMR to circulate)
- Recognition of Gold Level at the conference with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgment in the Final Program
- Recognition of Gold Level on the SCMR website (home page) including web link
- Complimentary one-time use of the pre-registered and the final attendee registration mailing lists

### SILVER LEVEL $15,000
- Opportunity to provide one non-product related question for the Interactive Audience Survey and summary of the results
- One SCMR annual membership
- Recognition of Silver Level at the conference with prominent signage including a supporter recognition plaque to be displayed in your exhibit booth and acknowledgment in the Final Program
- Recognition of Silver Level on the SCMR website (home page) including web link
- Complimentary one-time use of the pre-registered and the final attendee registration mailing lists
ABOUT SCMR

WHO WE ARE
The Society for Cardiovascular Magnetic Resonance (SCMR) is the recognized representative and advocate for physicians, scientists, and technologists who work in the field of cardiovascular magnetic resonance (CMR). SCMR is the principal international, independent organization committed to the further development of CMR through education, quality control, research, and training.

MISSION
To improve cardiovascular health by advancing the field of CMR. We accomplish our mission through education, advocacy, networking, research and clinical excellence.

VISION
The expanded recognition and utilization of CMR will improve cardiovascular health and outcomes.

CONTACT US
To learn more or to become a supporter, exhibitor or advertiser, please contact Pete Pomilio, Chief Operating Officer at ppomilio@talley.com or 856-423-7222 ext 237.

SCMR Headquarters
19 Mantua Road
Mt. Royal, NJ 08061
scmr.org