

# EXHIBITOR & SPONSORSHIP PROSPECTUS



Sign up before  
**FEBRUARY 2**  
and **SAVE!**

# ARRS 2024

MAY 5-9 BOSTON ■ VIRTUAL ■ ON-DEMAND



## ARRS 2024 ANNUAL MEETING

John B. Hynes Convention Center ■ Boston, MA



[www.arrs.org/exhibit](http://www.arrs.org/exhibit)



## Exhibit at ARRS

Radiology is rapidly advancing in the midst of an ever-changing healthcare environment; together, we can elevate the quality of care for all patients by presenting your companies solutions that will help our radiology offices become more agile, streamlined so they can focus on what is most important- the patients.

The ARRS Annual Meeting draws radiologists, both in-person and virtually, interested in the latest products and services in order to ensure they are delivering the highest quality of patient care. The annual meeting offers over 200 hours of education. Physicians can attend sessions live in person and also view recordings of each session for a year after the meeting ends.

ARRS attracts over **400 Faculty** that are in radiology research, innovative technologies, and serve as global experts across all subspecialties. These are often the leaders in the industry. 98% of ARRS meeting registrants

are ARRS members, so you will be reaching the most engaged and dedicated professionals. Attendees practice in hospitals, private practices or academic/research settings and represent all radiology subspecialties.

As an exhibitor, you will be offered an opportunity to have brand visibility both on site for the live program and also virtually. For **added branding exposure**, consider a Sponsored Lunch Symposium or advertising opportunity to reach beyond the walls to reach our virtual attendees through our Virtual Exhibit Hall.

Your presence at this meeting will help build your company's image and reinforce its leadership position in the field of radiology.

***We look forward to welcoming you to the ARRS 2024 Meeting taking place in Boston, Massachusetts.***

## BOSTON IS THE PLACE TO BE

The Back Bay centers around bustling Copley Square, home to Trinity Church, the Boston Public Library, cultural festivals, and farmers markets. Visit Newbury Street, where shoppers can wander art galleries and designer boutiques while enjoying sidewalk cafes. Beautiful brownstones line the neighborhood's residential streets, and visitors are encouraged to stroll Commonwealth Avenue to view monuments honoring many of Boston's greatest citizens. The Sheraton Boston is connected to the Hynes Convention Center via a fabulous shopping center and is within walking distance to many fun and unique restaurants and pubs.



## Reach Your Target Audience

### PRIMARY AREAS OF EXPERTISE OF ARRS MEMBERS

Body Imaging	45%
General Diagnostic Imaging	25%
Musculoskeletal Imaging	24%
Breast Imaging	23%
Neuroradiology	21%
Emergency Radiology	20%
Gastrointestinal Imaging	16%
Chest/Pulmonary Imaging	15%
Vascular/Interventional Radiology	12%
Genitourinary Imaging	10%
Head and Neck Imaging	8%
Pediatric Imaging	7%
Cardiac Imaging	7%
Nuclear Medicine/Molecular Imaging	6%

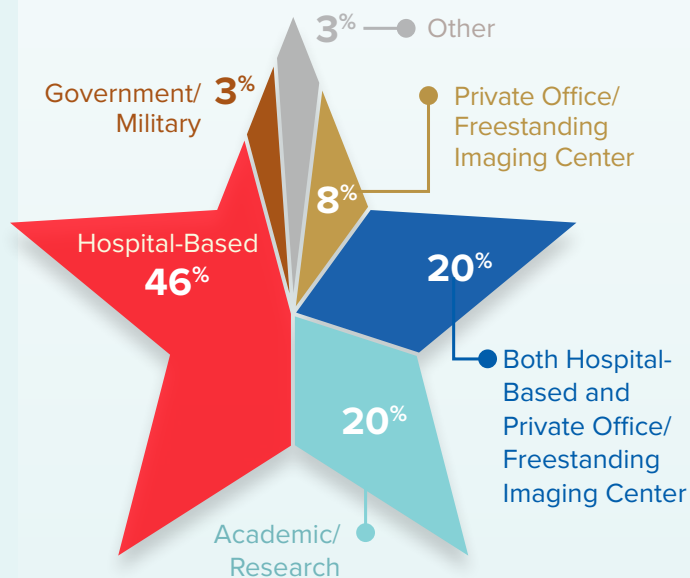
(Respondents selected top areas of expertise – AJR Survey)

### IMAGING MODALITIES USED REGULARLY BY ARRS MEMBERS

CT	88%
MR Imaging	78%
Sonography	71%
Radiography	70%
Fluoroscopy	38%
PET	23%
Angiography/Interventional	15%

(AJR Survey)

### ARRS MEMBERS PLACE OF PRACTICE (AJR SURVEY)



**51%** of ARRS members are involved in purchases at their practice and 43% select, recommend, and/or authorize purchases.

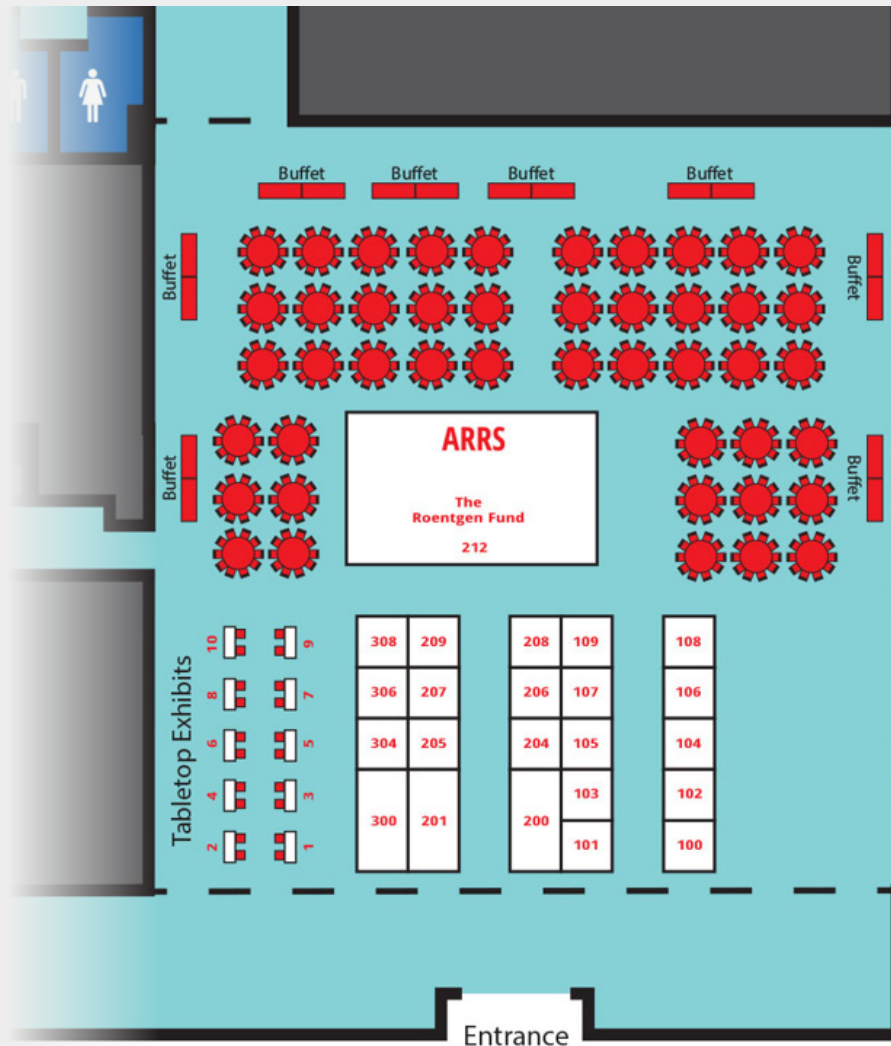
(AJR Survey)

Nearly **41%** of the practice budget is allocated for radiology purchases. (AJR Survey)

**20%** of attendees are international, which exposes your products and services to the worldwide marketplace.

ARRS meeting registrants spend an average of **8** hours in the Connection Quad.

The Boston area boasts some of the densest populations of medical professional in the continental US, with over 800 ARRS members in the Boston region alone. We expect Boston to draw an above average attendance with upwards of 3200 radiologist attendees between the live meeting and the virtual programming.



### Exhibitor Installation

**SATURDAY, MAY 4** ..... 10:00 AM—3:00 PM

### Exhibitor Dismantle

**WEDNESDAY, MAY 8** ..... 1:00 PM—5:00 PM

### Exhibit Dates & Hours

**SUNDAY, MAY 5** ..... 9:00 AM—3:30 PM

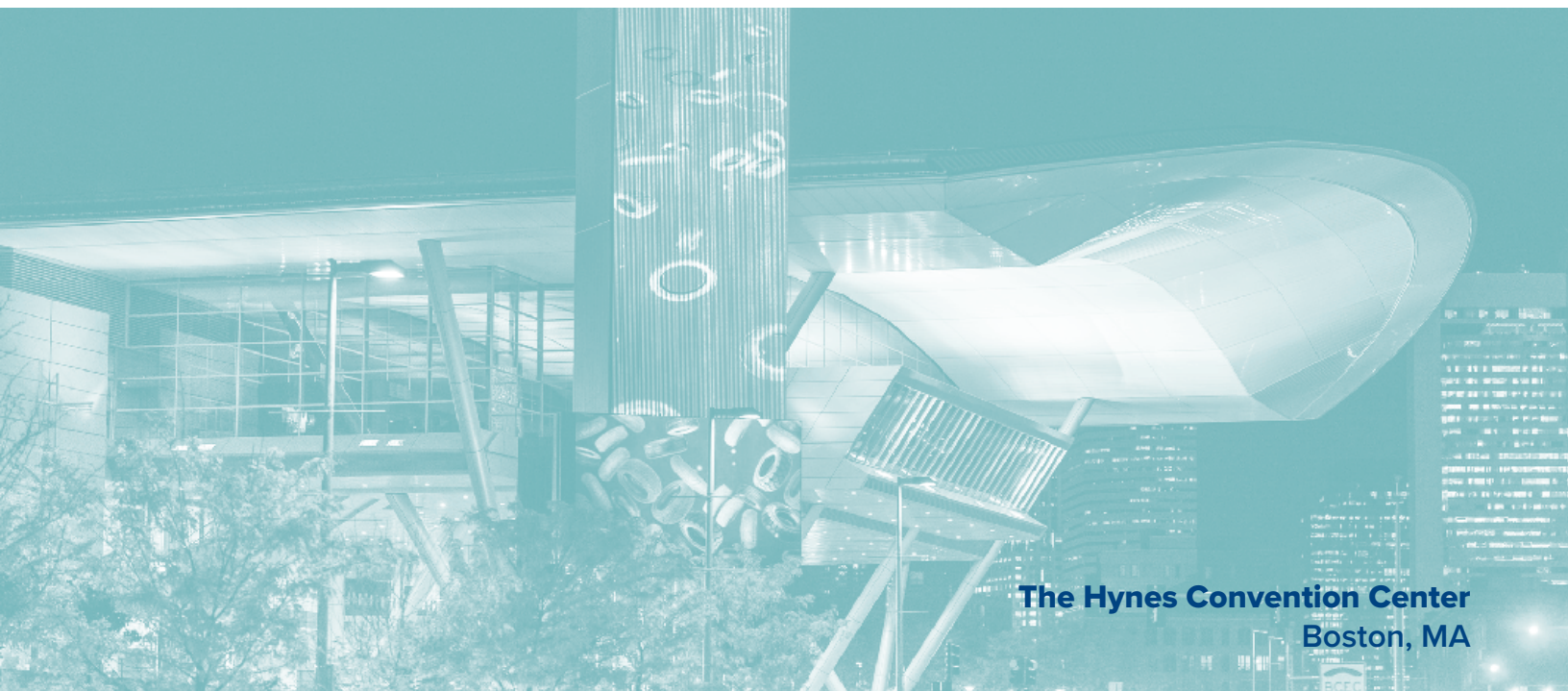
**MONDAY, MAY 6** ..... 9:00 AM—3:30 PM

**TUESDAY, MAY 7** ..... 9:00 AM—3:30 PM

**WEDNESDAY, MAY 8** ..... 9:00 AM—1:00 PM

#### Complete the application and return to:

ARRS, 44211 Slatestone Court, Leesburg, VA 20176  
or complete the application online at [www.arrs.org/Exhibit](http://www.arrs.org/Exhibit)



**The Hynes Convention Center  
Boston, MA**

## Exhibit Information

**VARIOUS BOOTH TYPES ARE AVAILABLE IN THE ARRS CONNECTION QUAD TO SHOWCASE YOUR PRODUCTS AND SERVICES AND ENGAGE MEETING REGISTRANTS**

**TABLE TOP: \$1,500 before February 2, after February 2 \$2,000**

- One (1) 6' table, and one (1) chair
- A 50 word company description in the meeting Meeting Portal.
- One attendee badge to attend all educational sessions included in the general registration fee. Registration to the Categorical Courses not included.
- Exhibitor registration for up to two (2) company representatives per table top.

**TRADITIONAL BOOTH: Each 10'x10' booth space is: \$3,000 prior to February 2, \$3500 after February 2 (10x20, 10x30 spaces are available, based on availability)**

- 8' high back wall drape, 3' high draped sidewall dividers, and a company name sign.
- A 50 word company description in the meeting Meeting Portal.
- A listing on the ARRS website ([www.arrs.org](http://www.arrs.org)) and Annual Meeting Portal which includes a link to the company's website, and a 60 second video.
- Exhibitor registration for company representatives for up to four (4) per 10'x10' Traditional Booth space purchased.
- Two (2) attendee all-access badges per 10'x10' Traditional Booth to attend all educational sessions included in the general registration fee. Registration to the Categorical Courses not included.



## Increase Your Brand Visibility

**Use these opportunities to increase your visibility and reach up to 3200 Radiology Professionals worldwide.**

### Meeting Preparation Email: \$2,000

One week prior to the meeting, in-person and virtual registrants receive an email with important information to prepare for the meeting. With an over 75% open rate, this makes this an excellent means to reach an engaged audience with your message.

### Banner advertisements

(468 x 60) are available for **\$2,000** on meeting portal.

### On-Site Emails: \$3,000

In-person registrants receive daily emails from ARRS with meeting updates and announcements. More than 65% of attendees open these daily emails, making this the ideal way to reach registrants participating in the meeting.

- **Beverage Break: \$5,000 each**
- **Floor cling: \$750 each**
- **Hotel Key Cards: \$5,500 (one opportunity)**
- **Lunch table tent cards- \$5,000**
- **Escalator clings- \$5,000 (2 opportunities)**
- **Photo Booth: \$4,500 (one opportunity)**
- **Puppy Play area: \$6,000 (one opportunity)**
- **Mobile App Gamification/traffic builder: \$750 (Multiple opportunities)**
- **WiFi Sponsor: \$15000 (one opportunity)**
- **Interview room: \$2500/day (from 7 am – 3 pm)**
- **Small reception space in Hynes: \$2,000 (from 5 pm – 8 pm)**

### ARRS 2024 Annual Meeting In-Person Lunch Symposium – \$35,000 **Limited to 4 opportunities**

Host an In-Person Symposium in Boston with live streaming and one-year on demand access

Sponsor a one-hour Lunch Symposium during the ARRS 2024 Meeting to feature technology, educational content, and the speakers of your choice. ARRS will provide meeting space, a standard AV set, signage outside the room the day of the session, and a boxed lunch for up to 200 registrants. ARRS will live stream the presentation and make it available on demand for all meeting registrants (in-person and virtual) through the Meeting Portal until May 9, 2025.

One In-Person Sponsored Lunch Symposium is available daily at the John B. Hynes Veterans Memorial Convention Center as indicated below.

- Sunday, May 5, 2024, 12:00 PM – 1:00 PM
- Monday, May 6, 2024, 12:00 PM – 1:00 PM
- Tuesday, May 7, 2024, 12:00 PM – 1:00 PM
- Wednesday, May 8, 2024, 12:00 PM – 1:00 PM

As the sponsor of a Lunch Symposium, you will receive:

- A one-time use list of postal addresses (United States only) for those pre-registered for the meeting
- Recognition in one meeting preparation email sent by ARRS
- Recognition in one email distributed during the week of the meeting by ARRS
- Recognition in the Meeting Portal
- Recognition on meeting signage

*Note: Sponsored Symposium are not part of the ARRS CME Program, therefore no CME is issued by ARRS.*

### ARRS 2024 Annual Meeting On-Demand Virtual Symposium – \$30,000

Present a Virtual Symposium with one-year on-demand access

Present a one-hour Sponsored Virtual Symposium as part of the ARRS 2024 Meeting to feature technology, educational content, and the speakers of your choice. ARRS will make the pre-recorded presentation available on-demand for all meeting registrants (in-person and virtual) through the Meeting Portal until May 9, 2025.

As the sponsor of a Virtual Lunch Symposium, you will receive:

- A one-time use list of postal addresses (United States only) for those pre-registered for the meeting
- Recognition in one meeting preparation email sent by ARRS
- Recognition in one email distributed during the week of the meeting by ARRS
- Recognition in the Meeting Portal

*Note: Virtual Sponsored Symposium are not part of the ARRS CME Program, therefore no CME is issued by ARRS.*

### **Bonus Option/Symposium Upgrade: \$10,000**

Extend your visibility, upgrade the Symposium sponsorship post conference, where ARRS will offer your symposium to all of the 18,000 ARRS members.



Company		
Primary Contact		Email
Address		
City	State/Province	Zip/Postal Code
Telephone	Fax	
Web Address		

All Meeting materials will be forwarded to the Primary Contact at the address listed above unless requested otherwise.

**List desired booth space(s) in order of preference:**

(While we make every attempt to place you in a booth of your preference, booth placement is not guaranteed.)

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

Assignment Priority: Floor Location or Competitor Proximity

Plan Our Space Near

Do Not Plan Our Space Near (Please provide specific company names)

**PRODUCT CATEGORY:**

- |  |   |
|--|---|
| <input type="checkbox"/> Associations/Societies                    | <input type="checkbox"/> Office Management  |
| <input type="checkbox"/> Billing and Practice Management           | <input type="checkbox"/> PACS               |
| <input type="checkbox"/> Breast Imaging/Intervention               | <input type="checkbox"/> Personnel/Staffing |
| <input type="checkbox"/> Contrast Agents                           | <input type="checkbox"/> Publisher          |
| <input type="checkbox"/> CT Systems                                | <input type="checkbox"/> Teleradiology      |
| <input type="checkbox"/> Education                                 | <input type="checkbox"/> Ultrasound         |
| <input type="checkbox"/> Electronics/Information Systems           | <input type="checkbox"/> Other _____        |
| <input type="checkbox"/> Image Management                          | (please specify)                            |
| <input type="checkbox"/> Interventional Rad/Specialized Procedures |   |
| <input type="checkbox"/> MR Imaging Systems                        |   |
| <input type="checkbox"/> Nuclear Medicine                          |   |

In accordance with the terms and conditions and the 2024 exhibitor rules and regulations (online at [www.arrs.org/exhibit](http://www.arrs.org/exhibit) available in full on October 15) governing the ARRS Commercial Exhibition to be held at the John B. Hynes Convention Center, Boston, MA, May 5-9, 2024 the undersigned accepts all terms and hereby applies for exhibit space. Upon official acceptance, this document constitutes a contract.

**Cancellation Policy:** Notification of an exhibitor's decision to cancel or reduce space must be made in writing to [mbeckner@arrs.org](mailto:mbeckner@arrs.org). If space is canceled or reduced by March 1, 2024, 50% of the cost of the space will be retained. No refunds will be given for any cancellations or reductions after March 1, and the Exhibitor will be responsible for the full cost of space.

**By signing below, the signer certifies that he/she has the authority to sign this contract and bind the company listed above to this contract**

Application for Space Submitted by

Signature of Official Representative Date

**Payment in U.S. Funds. Make check payable to ARRS.**

Applications Received on/by February 2, 2024

- ☐ \$1,500 for a Tabletop booth ☐ \$3,000 for a 10' x 10' booth

Applications Received after February 2, 2024

- ☐ \$2,000 for a Tabletop booth ☐ \$3,500 for a 10' x 10' booth

**Additional Branding opportunities:**

- |   |  |
|---|--|
| <input type="checkbox"/> Meeting Preparation Email: \$2,000 | <input type="checkbox"/> Mobile App Gamification/traffic builder: \$750                      |
| <input type="checkbox"/> Banner advertisements: \$2,000     | <input type="checkbox"/> Interview room: \$2500/day (from 7 am – 3 pm)                       |
| <input type="checkbox"/> On-Site Emails: \$3,000            | <input type="checkbox"/> Small reception space in Hynes: \$2,000 (from 5 pm – 8 pm)          |
| <input type="checkbox"/> Beverage Break: \$5,000 each       | <input type="checkbox"/> Host an In-Person Symposium in Boston with live streaming: \$35,000 |
| <input type="checkbox"/> Floor cling: \$750 each            | <input type="checkbox"/> Host a Virtual Symposium with live streaming: \$30,000              |
| <input type="checkbox"/> Hotel Key Cards: \$5,500           | <input type="checkbox"/> Bonus Symposium Outreach: \$10,000                                  |
| <input type="checkbox"/> Lunch table tent cards: \$5,000    |  |
| <input type="checkbox"/> Escalator clings: \$5,000          |  |
| <input type="checkbox"/> Photo Booth: \$4,500               |  |
| <input type="checkbox"/> Puppy Play area: \$6,000           |  |
| <input type="checkbox"/> WiFi Sponsor: \$15000              |  |

Please charge my:

- ☐ VISA ☐ MasterCard ☐ American Express or ☐ Check Payment

Name on the Card

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ / \_\_\_\_\_

Signature

**Complete the application and return to:**

ARRS, 44211 Slatestone Court, Leesburg, VA 20176  
or complete the application online at [www.arrs.org/Exhibitspace](http://www.arrs.org/Exhibitspace)

Full payment is due with the application. Please note: Any contracted item/booth spaces will be released and made available to others should full payment not be received.



44211 Slatestone Court  
Leesburg, VA 20176-5109

[www.arrs.org](http://www.arrs.org)



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#### FUTURE MEETING DATES

**ARRS 2025 Annual Meeting**

April 27-May 1, 2025  
Marriott Marquis San Diego Marina  
San Diego, CA

**ARRS 2026 Annual Meeting**

April 19-22, 2026  
David L. Lawrence Convention Center  
Pittsburgh, PA

[www.arrs.org/exhibit](http://www.arrs.org/exhibit)