

**American Society of Neuroimaging**



**SPONSOR &  
EXHIBITOR  
PROSPECTUS**

**ANNUAL MEETING  
NEUROIMAGING FOR PRECISION  
MEDICINE AND HEALTH**

**JANUARY 19-22, 2017 \* UCLA MEYER & RENEE LUSKIN CONFERENCE CENTER LOS ANGELES, CALIFORNIA**





# INVITATION TO PARTICIPATE

## LETTER FROM THE PROGRAM CHAIR

On behalf of the American Society of Neuroimaging (ASN), I invite you to join us for the 40th Annual Meeting in Los Angeles, California. Our meeting provides a wonderful opportunity to promote your products to neurologists and other imaging professionals from all over the world.

### FROM REQUISITION TO DECISION-MAKING

The ASN meeting is an exceptional venue as the only conference to focus on the clinical implementation of imaging from requisition to decision-making in real-time. The demands of current and future imaging modalities, post-processing and related clinical tools are central to this timely meeting.

### SOCIETY PURPOSE

The American Society of Neuroimaging is an international professional organization of clinicians, technologists and research scientists who are dedicated to the advancement and advocacy of neuroimaging as a crucial to the treatment and investigation of disorders of the nervous system. The purpose of the ASN is to promote the integration of neuroimaging into the care of patients with neurological disorders through education, advocacy, accreditation, and research.

### ANNUAL MEETING FOCUS AND ATTENDEE PROFILE

The Annual Meeting educational program focuses on the role of imaging modalities (MRI, Ultrasonography, CT, SPECT, PET) in diagnosing and treating a broad spectrum of neurological disorders. This year we expect to host 150-200 neurologists from both academia and private practice. The leadership of ASN truly recognizes and values our relationship with industry supporters. Our meeting environment is designed to be intimate and accommodating to personal interaction between attendees, faculty, and sponsors. Program breaks, select meals, and a stand-by Poster Reception are all scheduled to take place in the Exhibit Area, which is in close proximity to the general sessions. We are committed to assisting you in any way, within our guidelines, to enhance your visibility and connections with our attendees. We are pleased to offer you this opportunity to showcase your products to the best and brightest in the field of neuroimaging and look forward to including you as a partner in the 2017 ASN Annual Meeting.

I look forward to seeing you in California very soon! Please feel free to inquire via email with any questions.

Sincerely,

David Liebeskind, MD, FAHA, FAAN  
2017 Program Chair and Vice-President  
American Society of Neuroimaging

### OFFICERS

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*President*

David Liebeskind, MD, FAHA, FAAN  
*Vice-President*

Joseph Fritz, PhD  
*Secretary*

Neeraj Dubey, MD  
*Treasurer*

Laszlo Mechtler, MD, PhD, FAAN  
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### EDITOR-IN-CHIEF

*Journal of Neuroimaging*

Rohit Bakshi, MD

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# EXHIBIT INFORMATION

**EXHIBITS.....\$1,000**  
**ENHANCED EXHIBITS.....\$1,500**

Exhibits will be held in the Centennial C&D. The cost of each table is \$1,000 (basic) or \$1,500 (enhanced). All exhibit spaces include an 8 foot skirted table and two side chairs. Please note there will be no professional decorator service available. Enhanced exhibitors receive one complimentary blast email to meeting attendees prior to the meeting content is provided by exhibitor and email is sent by ASN.

Applications will not be considered complete and space will not be assigned until payment is received. Due to limited space we suggest you submit your application as soon as possible

## EXHIBITS SET-UP HOURS

Thursday, January 19, 2017.....12:00pm—4:30pm

## EXHIBIT HOURS

### POSTER STAND-BY AND WELCOME RECEPTION

Thursday, January 19, 2017.....5:30pm—7:00pm

### BREAKFAST

Friday, January 20, 2017.....7:00am—8:00am

### BREAK

Friday, January 20, 2017.....9:30am—10:00am

### LUNCH

Friday, January 20, 2017.....1:00pm—2:00pm

### BREAK

Friday, January 20, 2017.....4:00pm—4:30pm

### ASN Reception with Exhibitors

Friday, January 20, 2017.....6:30pm—7:30pm

## DISMANTLING HOURS

Friday, January 20.....7:30pm—9:30pm

## SPACE ASSIGNMENTS

Priority in space assignment will be given to returning exhibitors. Applications received after December 14, 2016 will be assigned upon order of receipt.

## EXHIBIT PERSONNEL REGISTRATION

All exhibitor representatives must have a badge to enter the exhibit area. Each exhibit package includes registration for two company representatives. Exhibit personnel must be pre-registered on the online application form. Exhibitor name badges, meeting materials, and a list of registered attendees will be placed on your table upon your arrival.

## HOTEL INFORMATION

Rooms have been reserved at the UCLA Meyer & Renee Luskin Conference Center at \$239+tax/night. Reservations can be made online or by calling 855-522-8252. When making a reservation be sure to tell them you are with the American Society of Neuroimaging to receive the Annual Meeting rate.

**EXHIBIT/SPONSORSHIP  
APPLICATION DEADLINE:  
December 14, 2016**

**HOTEL RESERVATION  
DEADLINE:  
December 28, 2016**

**MEETING REGISTRATION  
DEADLINE:  
December 19, 2016**

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APPLY ONLINE**



# LETTER OF AGREEMENT

## REQUIRED FOR ALL PARTICIPANTS

Thank you for your interest in supporting the ASN as a sponsor or exhibitor at our Continuing Medical Education (CME) activity.

### **ASN MUST HAVE A SIGNED LETTER OF AGREEMENT**

in our files before the Annual Meeting occurs, in order to meet the Accreditation Council for Continuing Medical Education (ACCME) Guidelines. A completed and signed Letter of Agreement must be uploaded with your application.

**CLICK HERE TO  
DOWNLOAD THE  
LETTER OF AGREEMENT**

Alternatively, you may copy and paste this link into your browser:

[http://www.asnweb.org/files/2016%20Annual%20Meeting/AKH\\_LOA.pdf](http://www.asnweb.org/files/2016%20Annual%20Meeting/AKH_LOA.pdf)

**PLEASE NOTE:** Supporters for whom we do not have a signed agreement for will not be allowed to participate in our CME event under any circumstances.

## **CONTACT THE ASN EXECUTIVE OFFICE**

Please contact us with any questions or concerns you may have:

### **ASN AMERICAN SOCIETY OF NEUROIMAGING**

5841 Cedar Lake Road  
Minneapolis, MN 55416  
Tel: (952) 545-6291  
Fax: (952) 545-6073  
E-mail: [asn@llmsi.com](mailto:asn@llmsi.com)  
Website: [www.asnweb.org](http://www.asnweb.org)

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# SPONSORSHIP OPPORTUNITIES

## DIAMOND.....\$12,000

- Opportunity to sponsor a non-CME lunch presentation or Welcome Reception
- Opportunity to give a five minute presentation during a non-CME activity
- Opportunity to have a video commercial or looping slide presentation at the start of a non-CME activity
- One email blast to Annual Meeting attendees before the meeting, (sponsor provides content and ASN sends the email)
- Four complimentary meeting registrations
- Full page ad in the 2017 Annual Meeting Program Book
- Acknowledgement in the 2017 Program Book, link on the ASN website, and sponsor signs on site

## GOLD.....\$8,000

- Opportunity to sponsor a non-CME lunch presentation or Welcome Reception
- One email blast to Annual Meeting attendees before the meeting, (sponsor provides content and ASN sends the email)
- Two complimentary meeting registrations
- Full page ad in the 2017 Annual Meeting Program Book
- Acknowledgement in the 2017 Program Book, link on the ASN website, and sponsor signs on site

## SILVER.....\$5,000

- Opportunity to give 5 minute presentation before a non-CME event
- One email blast to Annual Meeting attendees before the meeting, (sponsor provides content and ASN sends the email)
- One complimentary meeting registration
- Half page ad in the 2017 Annual Meeting Program Book
- Acknowledgement in the 2017 Program Book, link on the ASN website, and sponsor signs on site

## BRONZE.....\$2,500

- Half page ad in the 2017 Annual Meeting Program Book
- Acknowledgement in the 2017 Program Book, link on the ASN website, and sponsor signs on site

## UNRESTRICTED EDUCATIONAL GRANT.....\$1,000

- Acknowledgement in the 2017 Program Book, link on the ASN website, and sponsor signs on site

**IF YOU HAVE OTHER SPONSORSHIP IDEAS**, please let us know and we will be happy to work with you, within our guidelines, to effectively present your company and products to your customers. ASN is committed to providing a meeting environment that allows for ample opportunity to network with our attendees.

### ADVERTISING RATES:

Back Cover.....	\$2,000
Inside Front Cover.....	\$1,000
Inside Back Cover.....	\$1,000
Half Page.....	\$500

Rates are based on full page, camera-ready, full color ads.



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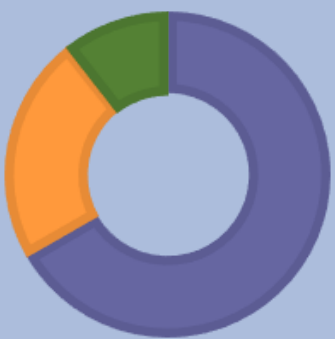
# ATTENDEES & ASN MEMBERS




## INSIGHTS FROM YOUR TARGET MARKET





The ASN Annual Meeting provides the rare opportunity for industry teams to not only market your products, but also to learn from the people best-suited to providing feedback — the neurologists who are ultimately responsible for patient care.

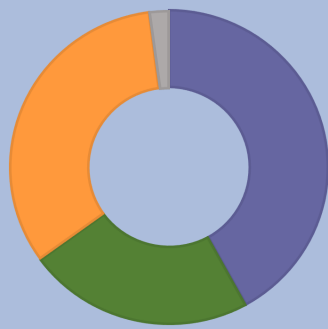
The neuroimaging-trained neurologists at the ASN Annual Meeting have a unique perspective on the requirements of imaging technology, as they relate to the entire patient episode of care. Connect with ASN neuroimagers and gain a better understanding of clinical needs and the real-life impact of your products' design!

### BY CATEGORY



-  Neurologists.....67%
-  Students.....23%
-  Technologists/Nurses.....10%

-  University.....42%
-  Non-University Hospital.....23%
-  Private Practice.....33%
-  Other.....2%



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# PRELIMINARY PROGRAM AT-A-GLANCE

	THURSDAY JANUARY 19	FRIDAY JANUARY 20	SATURDAY JANUARY 21	SUNDAY JANUARY 22
7:00 AM		BREAKFAST WITH EXHIBITORS	BUSINESS MEETING	
7:30 AM				
8:00 AM				
8:30 AM		MR/CT: "NUTS & BOLTS"	CONTINUE WITH MR/CT AND US SESSIONS SEMINARS	NEUROSONOLOGY EXAM
9:00 AM	PROGRAM COMMITTEE MEETING	ULTRA-SOUND: "NUTS & BOLTS"		
9:30 AM				
10:00 AM		BREAK		
10:30 AM		STROKE PART I		
11:00 AM				
11:30 AM	JON EDITORIAL BOARD MEETING	MRI IN PRECISION MEDICINE	STROKE PART II	
12:00 PM		ULTRA-SOUND IN PRECISION MEDICINE		
12:30 PM	LUNCH	LUNCH	LUNCH	
1:00 PM				
1:30 PM				
2:00 PM				
2:30 PM	BOARD OF DIRECTORS MEETING	PRECISION MEDICINE IN TELENEUROLOGY	MRI WORKSHOP	
3:00 PM			ULTRA-SOUND WORKSHOP	
3:30 PM				
4:00 PM		AWARD PRESENTATIONS		
4:30 PM				
5:00 PM				
5:30 PM	POSTERS/ EXHIBITS/ WELCOME RECEPTION	40TH ANNIVERSARY CELEBRATION	CASE CONFERENCE	
6:00 PM				
6:30 PM		ASN RECEPTION WITH EXHIBITORS		
7:00 PM				
7:30 PM	KEYNOTE ADDRESS		CLOSING SYMPOSIUM	
8:00 PM				
8:30 PM			OFFSITE SOCIAL EVENT	
9:00 PM				
9:30 PM				



# EXHIBITOR TIPS

## GET THE MOST OUT OF YOUR TRADESHOW

### ESTABLISH YOUR GOALS

What do you want to get out of the ASN Annual Meeting? How many attendees do you want to stop at your booth? How many leads do you hope to generate? Determine what your ROI is and focus on getting that. If ASN can assist you in doing so, let us know!

### ADVERTISE IN ADVANCE

Put the word out to your clients, customers, suppliers, and contacts about where you'll be. ASN will do everything we can to promote the Annual Meeting — we invite you to join us in doing so. Promotional emails and slides are available for download on our website.

### ENGAGE IN SOCIAL MEDIA

Connect with ASN on Facebook. We're happy to work with you to get the word out that you'll be joining us at the Annual Meeting. Remember to let your followers know where you'll be and how they can register for the meeting.

### USE AN INTERACTIVE DISPLAY

The best way to draw a crowd to your booth is to interact with them. Games, quizzes, contests, prizes, or scheduled demonstrations give people that extra reason to visit your booth.

### ACTIVELY ENGAGE ATTENDEES

Don't wait for people to address you. ASN is a friendly crowd and willing to be engaged! Be outgoing, chat with visitors, and find out what aspect of your business they're most interested in. Be prepared to offer specific answers to their questions.

### GET OUT FROM BEHIND YOUR BOOTH

Exhibitors often sit behind their tables while attendees stand, looking down at them. Get up, make eye contact, and engage! Remember to stay off your phone. There will be time after exhibit hours to follow up on voicemail and email.

### ALWAYS BE PREPARED

Make sure your booth is staffed at all times, by a knowledgeable person. Many companies will send their "rookies" to tradeshows. Sending new staff people is not always the wisest decision, however, as they may not have all the answers about your products or services. If you do send a new staff member, make sure an experienced person is there as well, so newer staff can watch and learn.

### FOLLOW UP

ASN members are busy. Follow up with contacts and leads as soon as possible. The quicker you follow up, the more your business will stand out from the rest!

### CONTACT US:

PHONE: 952-545-6291

EMAIL: [asn@llmsi.com](mailto:asn@llmsi.com)

WEB: [www.asnweb.org](http://www.asnweb.org)

Feel free to contact the ASN Executive Office for more information or with any questions you may have.

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