

ASN 41ST ANNUAL MEETING

FEBRUARY 4-6, 2018 ★ HYATT REGENCY AUSTIN



APPLICATION DEADLINE: JANUARY 2, 2018

INVITATION TO PARTICIPATE

From the program chair

On behalf of the American Society of Neuroimaging (ASN), I invite you to join us for the 41st Annual Meeting in Austin, Texas. 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 Annual 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. Neuroimaging is 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 Annual 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 2018 ASN Annual Meeting.

I look forward to seeing you in Texas, this year! Please feel free to inquire via email with any questions.

Sincerely,

Andrei Alexandrov, MD, RVT
2018 Program Chair and Vice-President
American Society of Neuroimaging

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Andrei Alexandrov, MD, RVT
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Journal of Neuroimaging
Rohit Bakshi, MD

EXHIBIT INFORMATION

| | |
|---|----------------|
| Horse and Pony Exhibit Package | \$1,000 |
| Rodeo Exhibit Package | \$1,500 |

Exhibits will be held in the **Zilker 2-3**. The cost of each space 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. The content of this email is provided by exhibitor and email will be 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.

SPACE ASSIGNMENTS

Priority in space assignments will be given to returning exhibitors. Applications received after December 15, 2017 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 Hyatt Regency Austin at \$245 + tax/night. Reservations can be made online or by calling 512.477.1234. When making a reservation be sure to tell the Booking Agent you are with the American Society of Neuroimaging to receive the Annual Meeting rate.

EXHIBIT/SPONSORSHIP APPLICATION DEADLINE

Friday, December 15, 2017

HOTEL RESERVATION DEADLINE

Saturday, January 6, 2018

MEETING REGISTRATION DEADLINE

Monday, January 8, 2018

HOURS ARE SUBJECT TO CHANGE

The listed exhibition hours are typical. Any changes will be communicated to exhibitors as soon as they are known to ASN.

EXHIBITS SET-UP HOURS

Sunday, February 4, 2018

12:00 pm—4:30 pm

EXHIBIT HOURS

Poster Stand-By And Welcome Reception

Sunday, February 4, 2018, 5:30 pm—7:00 pm

Breakfast

Monday, February 5, 2018, 8:00 am—9:00 am

Break

Monday, February 5, 2018, 10:30 am—11:00 am

Lunch

Monday, February 5, 2018, 1:00 pm—2:00 pm

Break

Monday, February 5, 2018, 4:00 pm—4:30 pm

Breakfast

Tuesday, February 6, 2018, 8:00 am—9:00 am

Break

Tuesday, February 6, 2018, 10:30 am—11:00 am

Dismantling Hours

Tuesday, February 6, 2018, 11:00 am—5:00 pm

CERTIFICATE OF INSURANCE. ASN does not provide insurance for exhibitors' property – whether personal or business property. Exhibitors must insure their personal and exhibit materials, goods, and/or equipment against theft, damage by fire, accident or loss of any kind.

LIABILITY. It is understood that each party involved - ASN, Hyatt Regency Austin, and the exhibitor - agrees to be responsible for any claims arising out of their own negligence or that of their employees or agents. In addition, each party agrees to be responsible for their own property through insurance or self-insurance, and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

LETTER OF AGREEMENT

Required for all participants

Thank you for your interest in supporting 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.

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

American Society Of Neuroimaging (ASN)
5841 Cedar Lake Road
Minneapolis, MN 55416
Tel: (952) 545-6291
Fax: (952) 545-6073
E-mail: asn@llmsi.com
Website: www.asnweb.org

SPONSORSHIP OPPORTUNITIES

Cowboy\$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 2018 Annual Meeting Program Book
- Acknowledgement in the 2018 Program Book, link on the ASN website, and sponsor signs on site

City Slicker\$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 2018 Annual Meeting Program Book
- Acknowledgement in the 2018 Program Book, link on the ASN website, and sponsor signs on site

Outlaw\$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 2018 Annual Meeting Program Book
- Acknowledgement in the 2018 Program Book, link on the ASN website, and sponsor signs on site

Room Drop\$3,000

- What's better than after a long day of meetings than finding an unexpected gift in your hotel room? Sponsor provides gift (chocolate, trinket, etc.) and ASN staff will coordinate gift delivery.

Wrangler\$2,500

- Half page ad in the 2018 Annual Meeting Program Book
- Acknowledgement in the 2018 Program Book, link on the ASN website, and sponsor signs on site

Saddle Support\$1,000

- Acknowledgement in the 2018 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 Annual 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, print-ready, full color ads.

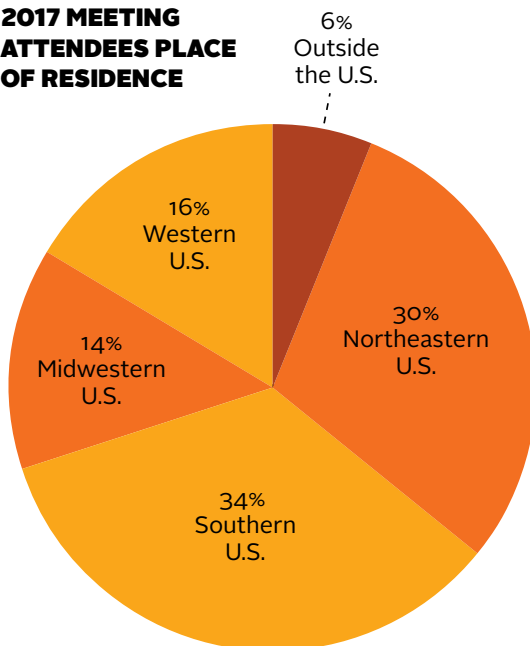
ATTENDEES & ASN MEMBERS

Insights from your target market

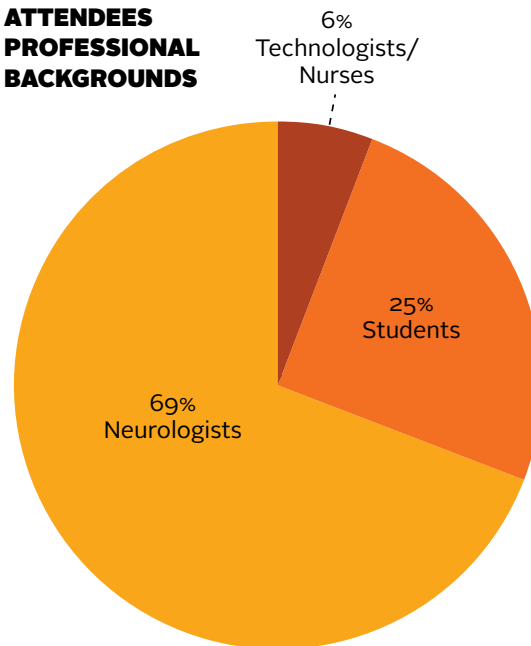
The ASN Annual Meeting provides the rare opportunity for industry teams to not only market your products, but also to learn from the people best-suited to providing feedback — the neurologists who are ultimately responsible for patient care.

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!

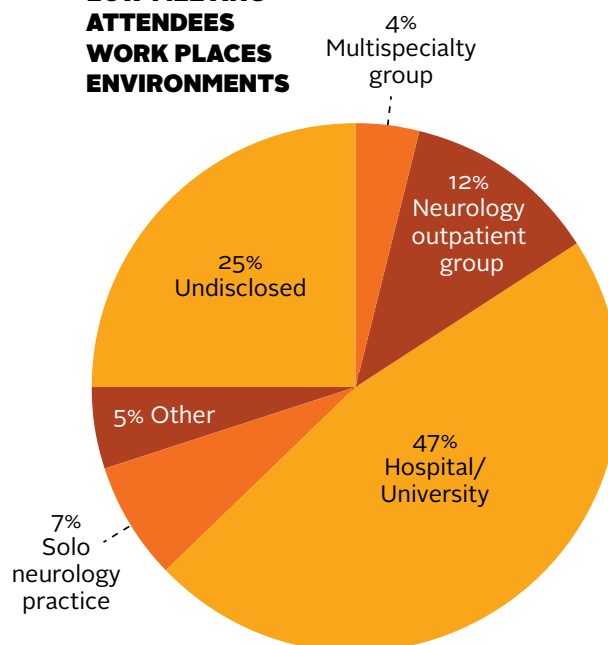
**2017 MEETING
ATTENDEES PLACE
OF RESIDENCE**



**2017 MEETING
ATTENDEES
PROFESSIONAL
BACKGROUNDS**



**2017 MEETING
ATTENDEES
WORK PLACES
ENVIRONMENTS**



PRELIMINARY PROGRAM AT-A-GLANCE

| | Sunday, February 4 | | Monday, February 5 | | Tuesday, February 6 | | Wednesday, February 7 | | | | |
|----------|----------------------------------|-----------|---------------------------------------|-------------|---------------------------------------|-------------|-----------------------|-----------|--------------|-------------|---------|
| 8:00 AM | | | Breakfast with Exhibitors and Posters | | Breakfast with Exhibitors and Posters | | | | 8:00 AM | | |
| 8:30 AM | | | | | | | | | 8:30 AM | | |
| 9:00 AM | Program Committee Meeting | Bootcamp | MR/CT | Ultrasound | MRI Sessions | US Sessions | Neurosonology Exam | 9:00 AM | | | |
| 9:30 AM | | | | | | | | 9:30 AM | | | |
| 10:00 AM | | | 10:00 AM | | | | | | | | |
| 10:30 AM | | | Break | | Break | | | 10:30 AM | | | |
| 11:00 AM | | | MRI Sessions | US Sessions | MRI Sessions | US Sessions | | 11:00 AM | | | |
| 11:30 AM | Journal of Neuro-Imaging Meeting | Lunch | | | | | | 11:30 AM | | | |
| 12:00 PM | | | | | | | | 12:00 PM | | | |
| 12:30 PM | | | | | | | | 12:30 PM | | | |
| 1:00 PM | | | Lunch with Exhibitors | | Lunch | | | 1:00 PM | | | |
| 1:30 PM | | Boot Camp | Symposium | | Symposium | | | 1:30 PM | | | |
| 2:00 PM | Board of Directors Meeting | | | | | | | NS Course | MRI Workshop | NS Workshop | 2:00 PM |
| 2:30 PM | | | | | | | | | | | 2:30 PM |
| 3:00 PM | | | | | | | | | | | 3:00 PM |
| 3:30 PM | | Break | 3:30 PM | | | | | | | | |
| 4:00 PM | | | Break | | MRI Workshop | NS Workshop | | | 4:00 PM | | |
| 4:30 PM | | | Oral Sessions and Abstract Awards | | | | | | 4:30 PM | | |
| 5:00 PM | | | | | | | | | 5:00 PM | | |
| 5:30 PM | Exhibits, Posters, and Reception | | | | | | Interesting Cases | | | 5:30 PM | |
| 6:00 PM | | | | | | | | 6:00 PM | | | |
| 6:30 PM | | | | | | | | 6:30 PM | | | |
| 7:00 PM | | | | | | | | 7:00 PM | | | |
| 7:30 PM | Welcome and Keynote | | | | Closing Symposium | | | 7:30 PM | | | |
| 8:00 PM | | | | | | | | 8:00 PM | | | |
| 8:30 PM | | | | | | | 8:30 PM | | | | |
| 9:00 PM | | | | | | | | | | 9:00 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 Annual 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 tradeshow. Sending new staff people is not always the wisest decision, 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

WEB: www.asnweb.org

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