

# THE SOCIETY FOR PEDIATRIC RADIOLOGY 57th Annual Meeting & Postgraduate Course

May 13-17, 2014  
JW Marriott Hotel • Washington, D.C.



## CORPORATE PROSPECTUS

*Opportunities for Corporate Presence and Support*



# THE SOCIETY FOR PEDIATRIC RADIOLOGY

## 2014 Annual Meeting in Washington, D.C.

May 13-17, 2014

JW Marriott Hotel

I am pleased to invite you to participate in the Society for Pediatric Radiology's upcoming Annual Meeting and Postgraduate Course in D.C. I ask you to strongly consider supporting this educational and scientific meeting which helps the Society continue its mission:

*"The Society for Pediatric Radiology is dedicated to fostering excellence in pediatric health care through imaging and image-guided care."*

## Pediatric Radiology is Growing with New Hospital Construction

Unlike adult institutions, pediatric hospitals or departments invariably have deep community support and pediatric imaging within hospitals represents one of the opportunities for companies to make a difference in the current, challenging fiscal environment. For example, a recent SCORCH (Society of Chairs of Radiology at Children's Hospitals) survey revealed **over 20 new Pediatric Hospitals under active planning or construction and 7 Major Expansions** underway in the U.S. and Canada.

## SPR is the Largest Organization of Pediatric Radiologists

SPR's Annual Meeting has averaged 550+ attendees over the past several years, comprised of mostly U.S. and Canadian professionals. This represents the largest single gathering of subspecialty pediatric imaging experts brought together annually in the world.

## Pediatric Radiology's Leaders Will Be There

You probably already know many of our leaders – those who work in academic medical centers throughout the country, in community and private practices, and including the members of SCORCH. Many of our SPR members are also involved in key positions within other major radiology organizations, such as the ACR, RSNA, ARRS, AIUM, ASNR, SNM, SIR and SAR. The majority of these active members will be at the Washington, D.C. meeting, and leaders have organized special sessions within the general meeting to discuss special interests, equipment use and evolving imaging needs specific to pediatric patients.

## Attendees are Interested in Your Products and Services

SPR is the year's best opportunity to meet and influence Pediatric Radiologists and to demonstrate the latest equipment and services available. Attendees are eager to learn what companies large and small have to offer now and in the future; in areas including imaging equipment (radiography, CT, MRI, ultrasound, angiography and fluoroscopy, nuclear and molecular imaging), contrast media, interventional equipment including catheters, PACS, multidimensional study evaluation, image guidance, voice recognition systems, educational materials and software and other technologies. Specifically, imaging experts are interested in seeing how your company has worked to improve imaging and image-guided care for children. Attendees relish the opportunities to interact with equipment vendors and share their needs, ideas and concerns about current and future pediatric imaging.

## Radiation Reduction in Pediatric Radiology

One critical and very visible professional responsibility is limiting the medical radiation of children to a level "As Low As Reasonable Achievable" (ALARA); the SPR has had a major impact in dose reduction over the last decade. SPR was the original and continuing sponsor of the "ALARA" Conferences which established the technical basis and justification for limiting the exposure to ionizing radiation from medical imaging to children. This knowledge and experience resulted in the SPR leading the formation of the **Alliance for Radiation Safety in Pediatric Imaging** (the "Image Gently®" Alliance) which has taken the ALARA message to a world-wide professional and lay audience. Image Gently® has grown so rapidly because it is changing the way that radiologists and vendors think about radiation issues in children.

## Thanks

I thank you and your company for considering this opportunity and trust you will join with us in being a special part of the pursuit of leadership and excellence in pediatric imaging. We look forward to developing new relationships and strengthening existing partnerships that are critically important in advocacy for children.

Please contact me, or Angela Davis, SPR Director of Meetings and Education, to discuss the opportunity in detail or to answer any questions you may have about how you can participate in **SPR 2014**. If you have any thoughts on initiatives, event or any other type of engagement at the meeting in D.C., please do not hesitate to contact Angela or me.

Looking forward to your participation,



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# THE SOCIETY FOR PEDIATRIC RADIOLOGY

## MISSION STATEMENT

The Society for Pediatric Radiology is dedicated to fostering excellence in pediatric health care through imaging and image-guided care.

## OBJECTIVES

The Society for Pediatric Radiology Annual Meeting and Postgraduate Course will provide pediatric and general radiologists with an opportunity to do the following:

1. Summarize the most current information on state-of-the-art pediatric imaging and the practice of pediatric radiology.
2. Describe and apply new technologies for pediatric imaging.
3. Describe and apply basic principles for implementing quality and safety programs in pediatric radiology
4. Discuss trends in research concerning the care and imaging of pediatric patients
5. Identify common challenges facing pediatric radiologists, and possible solutions.
6. Evaluate and apply means of minimizing radiation exposure during diagnostic imaging and image-guided therapy.

At the conclusion of the experience, participants should have an improved understanding of the technologies discussed, the benefits of medical imaging, increasing awareness of the risks of imaging, including radiation, to children and of ways to minimize these risks, and an understanding of evolving technologies, techniques and applications of imaging evaluation in children.

## AUDIENCE

### *Who Will Attend?*

- Pediatric Radiologists from the United States, Canada, Central and South America, Europe, Australia, Africa and Asia
- General Radiologists who frequently care for pediatric patients
- Pediatric Radiology Fellows
- Residents in training
- Pediatric Nurses
- Technologists
- Radiology Administrators
- Other Physicians and Healthcare Providers with an interest in imaging
- Regulatory Experts
- Medical Physicists

## EXHIBIT SPACE

Attendees have expressed an interest in seeing more product demonstrations and visually engaging displays. We encourage you to demonstrate product capabilities, such as workstations for CT, MR and US post-processing, especially in an interactive format.

Exhibit booths will consist of one 6' skirted tabletop, 2 chairs, and one wastebasket, located in the central break area. Information on electrical and other rental items may be obtained by contacting Angela Davis or by reviewing the Exhibit Kit posted at [www.pedrad.org](http://www.pedrad.org).

Exhibit space will be offered on a first-paid, first-served basis.

Exhibit Booth Fee: \$2,700 USD

## SUPPORT OPPORTUNITIES

*Support opportunities may be customized to meet your goals. Opportunities are subject to availability.*

Contributors who commit prior to January 1, 2014 will be acknowledged in the printed program book. All supporting companies and exhibitors will be provided with an electronic list of participants either pre- or post-meeting, at their choosing. Please note that the list will not include phone numbers or e-mail addresses. Alternatively, you may ask the SPR Office to send a pre-approved e-mail message to the members of SPR, on a one-time basis.



## LEVELS OF SUPPORT

	<b>Sponsor Level Includes Program Acknowledgement of those items listed below:</b>	Company listed on the SPR website with a link to company site (begins when agreement is signed and concludes May 30, 2014)	Company name displayed on event signage as appropriate	Company name displayed in general session break slides	Number of complimentary meeting registrations	Number of invitations to President's private reception	Number of invitations to Welcome Reception	Number of invitations to Annual Banquet
<b>Platinum</b> (\$50,000) <b>SOLD OUT</b>	<ul style="list-style-type: none"> <li>MR/CT/US Protocol Sessions</li> <li>2 exhibit spaces</li> <li>3D Read with the Expert</li> <li>3D Hands-On</li> <li>Presentation at SCORCH Annual Meeting</li> </ul>	√	√	√	4	4	4	4
<b>Gold</b> (\$25,000-\$40,000)	<ul style="list-style-type: none"> <li>Welcome Reception</li> <li>Annual Banquet</li> <li>Audio Visual Services (select one)</li> </ul>	√	√	√	2	2	2	2
<b>Silver</b> (\$15,000-24,000)	<ul style="list-style-type: none"> <li>Annual Banquet Reception</li> <li>Internet Café (select one)</li> </ul>	√	√	√	2	2	2	2
<b>Bronze</b> (\$10,000-\$14,000)	<ul style="list-style-type: none"> <li>One Sub-specialty Session</li> <li>One Scientific Paper Session</li> <li>Junior Pediatric Radiologists' Program</li> <li>One Workshop (select one)</li> </ul>	√	√	√	1	2	2	2
<b>Friend</b> (\$5,000)	<ul style="list-style-type: none"> <li>Neuhauser Lecturer</li> <li>Schedule-at-a-Glance</li> <li>One Guest Faculty Member (select one)</li> </ul>	√	√	√	1		2	2
<b>Exhibitor</b> (\$2,700)		√	√	√	1		2	

❖ Member E-mail Newsletter Advertisement

\$1,200/yr. (\$200/issue)