

**The Society for Pediatric Radiology**  
**2018 Annual Meeting**  
**& Postgraduate Course**  
***“Value-added Pediatric Radiology”***



**Meeting Dates: May 15 – 19, 2018 • Exhibit Dates: May 16 – 18, 2018**  
**Omni Nashville • Nashville, Tennessee**

## **EXHIBITOR PROSPECTUS**

***Opportunities for Corporate Presence and Support***



## 2018 Annual Meeting and Postgraduate Course

May 15-19, 2018 • Omni Nashville Hotel

I am pleased to invite you to participate in The Society for Pediatric Radiology's upcoming Annual Meeting and Postgraduate Course in Nashville, Tennessee. 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** are underway in the United States and Canada.

### **SPR is the Largest Organization of Pediatric Radiologists**

SPR's Annual Meeting has averaged 600+ 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. ***Back by Demand*** – For the third year in a row, the SPR will incorporate an educational track tailored to imaging technologists, expanding your audience reach.

### **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, AUR, AIUM, ASNR, SNMMI, SIR and SAR. The majority of these active members will be at the meeting in Nashville, 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, 3D study evaluation, image guidance, voice recognition systems, educational materials, software and other information 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.

## Thank You

I appreciate you and your company 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 the SPR Office to discuss the opportunity in detail or to answer any questions you may have about how you can participate in **SPR 2018**. If you have any thoughts on initiatives, event or any other type of engagement at the meeting in Vancouver, please do not hesitate to contact us.

Looking forward to your participation,



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## 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 managing radiation exposure and the need for sedation/anesthesia 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

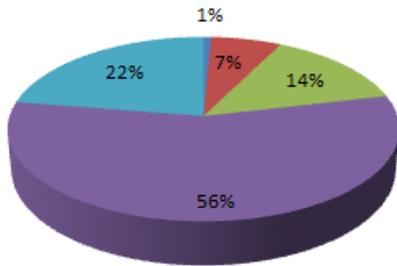
### *Who Will Attend?*

- 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
- Radiographers and Other Pediatric Imaging Technologists
- Pediatric Nurses
- Radiology Administrators
- Other Physicians and Healthcare Providers with an interest in imaging
- Regulatory Experts
- Medical Physicists

# 2017 Annual Meeting Statistics

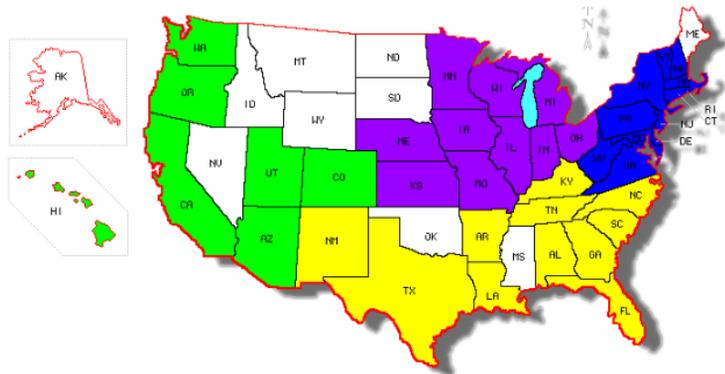
May 16-20 – Vancouver, British Columbia, Canada

## Total Attendance: 689



- Active Duty Military
- Allied Health Professional
- General Radiologist
- Pediatric Radiologists
- Trainees

## US Regional Attendance



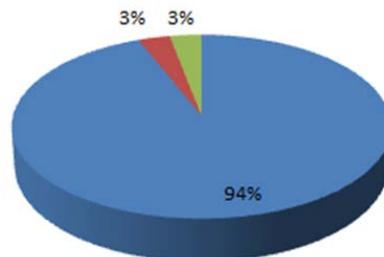
- West: 23%
- Midwest: 25%
- South: 23%
- Northeast: 28%

## 2017 Radiographer Course

The 2016 International Pediatric Radiology Conjoint Meeting & Exhibition (IPR 2016), a collaborative effort of The Society for Pediatric Radiology and the European Society of Paediatric Radiology marked the first year for the inclusion of a Radiographer Program track. Due to its well-received feedback, this program was incorporated into SPR 2017. We are pleased to bring this program track back for a third consecutive year, but under its new name – Pediatric Imaging Technologist Program. Adding this track to program not only increases the Society’s audience, but your audience as well.

## Total Attendance: 33\*

- Technologists
- SPR Allied Health Member
- Nurse



\*Represents those that attend the Radiographer Course only. As noted above, there were technologists (allied health professionals that participated in the Annual Meeting, which included access to the Radiographer Course.

## PAST EXHIBITORS

These exhibitors increased their presence in the pediatric radiology community at past annual meetings of the Society.

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Agfa HealthCare Corp.	Merge Healthcare
Alexion Pharmaceuticals, Inc.	Mindray
Applied Medical Technology	National Decision Support Company
Aris Radiology	NeoCoil/NeoSoft, LLC
Bayer	Philips Healthcare
BioMarin Pharmaceutical, Inc.	Planmed, Inc.
Bracco Diagnostics, Inc.	Qgenda
Carestream	RedRick Technologies, Inc.
Elsevier, Inc	Samsung Neurologica
EOS imaging	ScanMed
FUJIFILM VisualSonics, Inc.	SealCath, LLC
GE Healthcare	Siemens Healthineers
Guerbet, LLC	SREE Medical Systems
Hitachi	St. Jude Research Hospital
Imorgon Medical, LLC	TeraRecon
Kubtec Digital X-Ray	Toshiba America Medical Systems
lifelImage	Vital
Lippincott Williams & Wilkins	Wolters Kluwer
LMT Medical Systems	ZONARE

*Continue or become a part of the list of organizations that support both  
The Society for Pediatric Radiology and the field of pediatric imaging.*

## 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 space will consist of one 6'x30" skirted tabletop, 2 chairs, and one wastebasket, located in the central break area. Information on the show's contracted exhibit service provider, electrical, audiovisual equipment and other rental items may be obtained by contacting the SPR or by reviewing the Exhibit Kit posted at [www.pedrad.org](http://www.pedrad.org).

**IMPORTANT:** It is imperative that the exhibitors supply material that will fit within the assigned space. The space allots for one (1) 6'x30" table. All tables will be approximately 3 feet from the wall and there will be approximately 3 feet between each table.

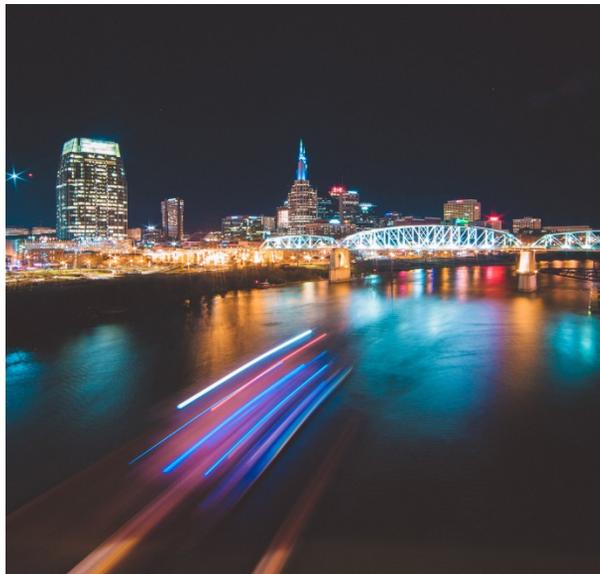
Exhibit space will be offered on a first-paid, first-served basis.

Exhibit Space Fee: \$2,900 USD

## SUPPORT OPPORTUNITIES

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

**Contributors who commit prior to January 15, 2018 will be acknowledged in the printed program book.** All supporting companies and exhibitors will be provided with an electronic list of participants prior to the start of the meeting. 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.



## EXHIBIT & CORPORATE SUPPORT OPPORTUNITIES

	Sponsor Level Includes Program Acknowledgement of those items listed below:	Number of complimentary meeting registrations	Number of exhibit badges	Number of invitations to President's private reception	Number of invitations to Welcome Reception	Number of invitations to Annual Banquet
<b>Platinum</b> (\$40,000)	<ul style="list-style-type: none"> <li>MR/CT/US Protocol Sessions</li> <li>2 exhibit spaces</li> <li>3D Read with the Experts</li> <li>Hands-On Sessions</li> <li>Focus Session (optional)</li> <li>Presentation at SCORCH Annual Meeting</li> </ul>	4	8	4	4	4
<b>Gold</b> (\$25,000-\$39,000)	<ul style="list-style-type: none"> <li>Welcome Reception</li> <li>Annual Banquet</li> <li>Audio Visual Services (select one)</li> </ul>	2	4	2	2	2
<b>Silver</b> (\$15,000-24,000)	<ul style="list-style-type: none"> <li>Annual Banquet Reception</li> <li>Wireless Internet* (select one)</li> </ul>	2	4	2	2	2
<b>Bronze</b> (\$10,000-\$14,000)	<ul style="list-style-type: none"> <li>E-Poster Kiosk</li> <li>One AM or One PM Break (select one)</li> </ul>	1	2	2	2	2
<b>Friend</b> (\$5,000)	<ul style="list-style-type: none"> <li>Schedule-at-a-Glance</li> <li>Room Drop**</li> <li>One Charging Station*** (select one)</li> </ul>	1	2		2	2
<b>Exhibitor</b> (\$2,900)		1	2		2	2

**The Friend, Bronze, Silver and Gold Levels do NOT include exhibit space. You must purchase exhibit space separately.**

\*Internet access in the public areas and exhibit hall only

\*\*In order to reserve and produce this product, commitments must be received no later than March 1, 2018.

\*\*\*In order to reserve the product, commitments must be received no later than March 1, 2018, and may be assessed fees incurred for shipping, handling, set-up and dismantle.

**All of the above levels of support include:**

- Listing on the SPR website with a link to company site (begins when agreement is signed and concludes June 30, 2018)
- Company name displayed on event signage as appropriate
- Company name, URL and 50-word product/service description to be included in the meeting app

## À LA CARTE PROMOTION OPPORTUNITIES

- **SPR Member E-mail Newsletter Advertisement** \$1,200/yr. (\$200/issue)
- **Banner Ad on Meeting App** \$2,000 each, plus cost incurred to design ad (if any) – **Space is limited**
- **Focus Session – Space is limited**

\$5,000, plus applicable costs for audiovisual equipment and food and beverage as needed – This is an opportunity for your company to conduct a focus session during the meeting, composed of up to ten (10) attending SPR members. During this session, you will be able to interact directly with experts in all aspects of Pediatric Radiology, to hear their needs, concerns and interests and to demonstrate the latest equipment and services your company offers.

## EDUCATIONAL GRANT OPPORTUNITIES

The meeting is seeking educational grants between \$5,000 and \$20,000, as well as grants of \*in-kind support. All educational grants adhere to ACCME Standards for Commercial Support and AMA Compliance guidelines, programs, or other policies. Potential opportunities will include:

- One Categorical Course
- One Scientific Session
- One Sunrise Session
- One Sub-specialty Session
- Neuhauser Lecture
- One Midday Session

\*Gifts of in-kind support will include:

- One ultrasound machine
- One applications specialist
- One massage table

\*For use during the **Hands-On Ultrasound Session** scheduled for Saturday, May 19<sup>th</sup>. - *Space is limited; interest must be expressed by January 15, 2018.*

## EXHIBIT HOURS

Wednesday, May 16, 2018	Continental Breakfast: 7:00-8:00 a.m. Morning Coffee Break: 9:40-10:10 a.m. Afternoon Coffee Break: 4:15 – 4:45 p.m.
Thursday, May 17, 2018	Continental Breakfast: 6:45-8:45 a.m. Morning Coffee Break: 10:10-10:40 a.m. Afternoon Coffee Break: 3:30-4:00 p.m. Mix and Mingle: Leadership Product Showcase: 5:45-7:00 p.m. <i>Share your products and services during a private viewing by the SPR Leadership, as well as members of SCORCH (Society of Chairs of Radiology at Children’s Hospital)</i>
Friday, May 18, 2018	Continental Breakfast: 6:45-8:45 a.m. Morning Coffee Break: 10:10 – 10:40 a.m. Afternoon Coffee Break: 3:20-3:50 p.m. <i>Don’t forget to join us for the <b>Annual Dinner &amp; Reception</b> starting at 7:00 p.m.</i>

*Times are subject to change. Final confirmation will be distributed in advance.*

*You are welcome to staff your exhibit at any other times your representatives are available during the program hours.*

## IMPORTANT DATES

<b>Friday, January 15, 2018</b>	Commitment due for guaranteed listing in printed program book
<b>Friday, April 13, 2018</b>	All payments due
<b>Monday, April 23, 2018 5:00 p.m. CT</b>	Hotel deadline for group room rate (rooms may sell out prior to the deadline)
<b>Friday, April 27, 2018 5:00 p.m. CT</b>	Materials due to Exhibitor Appointed Contractor, for Discounted Rate <b>EAC required, as the Hotel cannot accept shipments. The EAC contact information will be distributed to exhibitors.</b>
<b>Tuesday, May 15, 2018</b>	Set-up: 8:00 a.m. – 12:00 p.m.
<b>Friday, May 18, 2018</b>	Dismantle should begin by 4:00 p.m. CT (Note: The dismantle time is subject to change. Final times will be confirmed well in advance.)

## FOR MORE INFORMATION

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**61<sup>st</sup> Annual Meeting & Postgraduate Course**  
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**Omni Nashville Hotel • Nashville, Tennessee**

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