

The Society for Pediatric Radiology

60th Annual Meeting & Categorical Course

“Children’s Imaging: Creating Change, Celebrating Success”



Meeting Dates: May 16 – 20, 2017 • Exhibit Dates: May 17 – 19, 2017
Westin Bayshore • Vancouver, Canada

EXHIBITOR PROSPECTUS

Opportunities for Corporate Presence and Support



2016 Annual Meeting in Vancouver, British Columbia, Canada

May 16-20, 2017 • Westin Bayshore Hotel

I am pleased to invite you to participate in The Society for Pediatric Radiology's upcoming Annual Meeting and Categorical Course in Vancouver, British Columbia, Canada. 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 second year in a row, the SPR will incorporate an educational track tailored to radiographers, 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, AIUM, ASNR, SNMMI, SIR and SAR. The majority of these active members will be at the meeting in Vancouver, 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.

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 2017**. 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 Categorical 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?

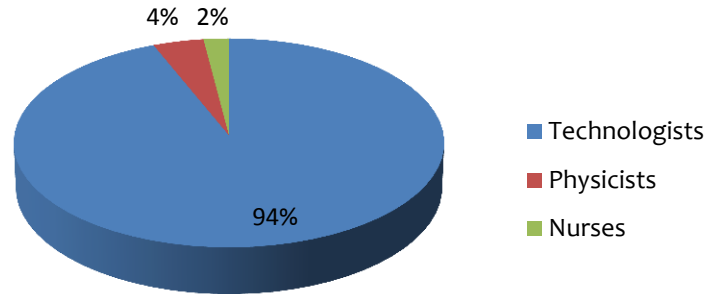
- Pediatric Radiologists from the United States, Canada, Central and South America, Europe, Australia, Africa and Asia
- General Radiologists who frequently care for pediatric patients
- Pediatric Radiology Fellows
- Residents in training
- Radiographers
- Pediatric Nurses
- Radiology Administrators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

PAST MEETING STATISTICS

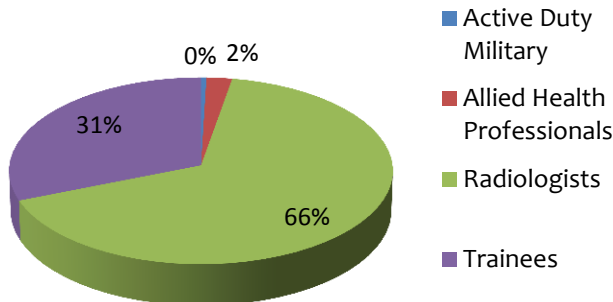
The 2016 year marked the 7th International Pediatric Radiology Conjoint Meeting & Exhibition (IPR 2016), a collaborative initiative of The Society for Pediatric Radiology the European Society of Paediatric Radiology. This collaboration expanded upon the annual meeting of the SPR. Therefore, the statistics below represent the last annual meeting of the SPR, providing your organization with a clear picture of its demographics. Do note that the IPR 2016 Meeting was the inaugural year for the inclusion of a Radiographer Program track. Due to its well-received feedback, this program will be incorporated into SPR 2017. An increase in its attendance is anticipated, expanding your audience reach.

2016 IPR

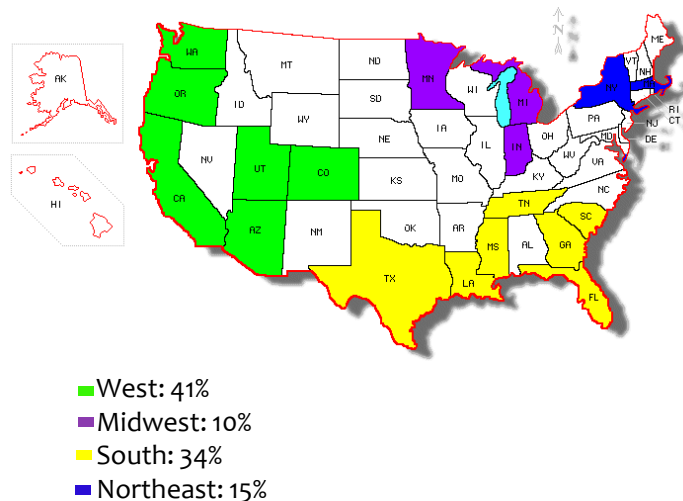
Radiographer Course Attendees Total Attendance: 49



2015 Annual Meeting Attendees Total Attendance: 617



2015 Annual Meeting Regional Attendance



PAST EXHIBITORS

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

Agfa HealthCare Corp.	LMT Medical Systems
Alexion Pharmaceuticals, Inc.	Merge Healthcare
Applied Medical Technology	National Decision Support Company (NDSC)
Aris Radiology	NeoCoil, LLC
Bayer	Philips Healthcare
Bracco Diagnostics, Inc.	Planmed, Inc.
Elsevier	Qgenda
EOS imaging	RedRick Technologies, Inc.
FUJIFILM VisualSonics, Inc.	ScanMed of Resonance Innovations, LLC
GE Healthcare	SealCath, LLC
Guerbet, LLC	Siemens Healthcare
Hitachi	Toshiba American Medical Systems
Imorgon Medical, LLC	Wolters Kluwer
Kubtec Digital X-Ray	ZONARE
lifelImage	
Lippincott Williams & Wilkins	

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.

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 1, 2017 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.

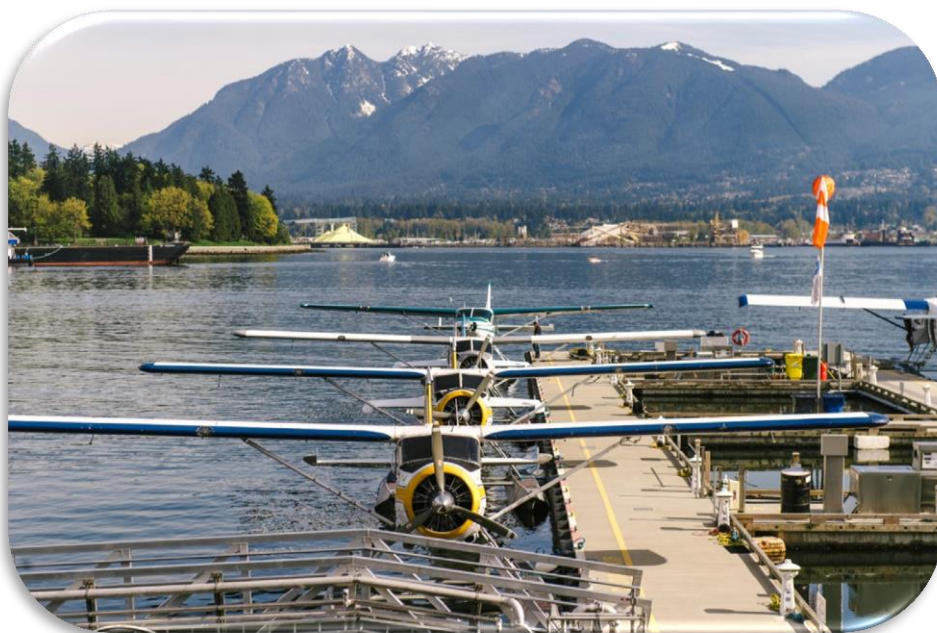


EXHIBIT & CORPORATE SUPPORT OPPORTUNITIES

	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
Platinum (\$40,000)	<ul style="list-style-type: none"> MR/CT/US Protocol Sessions 2 exhibit spaces 3D Read with the Experts Hands-On Sessions Focus Session (optional) Presentation at SCORCH Annual Meeting 	4	8	4	4	4
Gold (\$25,000-\$39,000)	<ul style="list-style-type: none"> Welcome Reception Annual Banquet Audio Visual Services (select one) 	2	4	2	2	2
Silver (\$15,000-24,000)	<ul style="list-style-type: none"> Annual Banquet Reception Wireless Internet* (select one) 	2	4	2	2	2
Bronze (\$10,000-\$14,000)	<ul style="list-style-type: none"> Junior Pediatric Radiologists' Program E-Poster Kiosk One AM or One PM Break (select one) 	1	2	2	2	2
Friend (\$5,000)	<ul style="list-style-type: none"> Schedule-at-a-Glance Room Drop** One Charging Station*** (select one) 	1	2		2	2
Exhibitor (\$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

**Plus \$5 delivery fee per room on peak nights (fee assessed by the Westin Bayshore Hotel)

***In order to reserve the product, commitments must be received no later than February 1, 2017, and may be assessed fees incurred for shipping and handling.

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, 2017)
- 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 Sub-specialty Session
- One Scientific Session
- One Sunrise Session
- Neuhauser Lecture

*Gifts of in-kind support will include:

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

*For use during the **Hands-On Ultrasound Sessions** scheduled for Saturday, May 20th. - *Space is limited; interest must be expressed by January 1, 2017*

EXHIBIT HOURS

Wednesday, May 17, 2017	Continental Breakfast: 6:30-8:00 a.m. Morning Coffee Break: 9:50-10:10 a.m. Afternoon Coffee Break: 3:30-3:50 p.m.
Thursday, May 18, 2017	Continental Breakfast: 6:45-8:30 a.m. Morning Coffee Break: 10:00-10:20 a.m. Afternoon Coffee Break: 3:40-4:10 p.m. Mix and Mingle: Leadership Product Showcase: 6:00-7:00 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 19, 2017	Continental Breakfast: 6:45-8:30 a.m. Morning Coffee Break: 11:00-11:30 a.m. Afternoon Coffee Break: 3:45-4:15 p.m. <i>Don't forget to join us for the Annual Dinner & Reception starting at 7:30 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

Friday, January 6, 2017	Commitment due for guaranteed listing in printed program book
Friday, April 14, 2017	All payments due AND hotel deadline for group room rate (rooms may sell out prior to the deadline)
Wednesday, May 3, 2017 at 5:00 p.m. PT	Materials due to Exhibitor Appointed Contractor, Levy Show Services for Discounted Rate
Tuesday, May 16, 2017	Set-up: 8:00 a.m. – 12:00 p.m.
Friday, May 19, 2017	Dismantle should begin by 4:15 p.m. PT (Note: The dismantle time is subject to change. Final times will be confirmed well in advance.)

FOR MORE INFORMATION

The Society for Pediatric Radiology

Attn: Meetings & Education

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