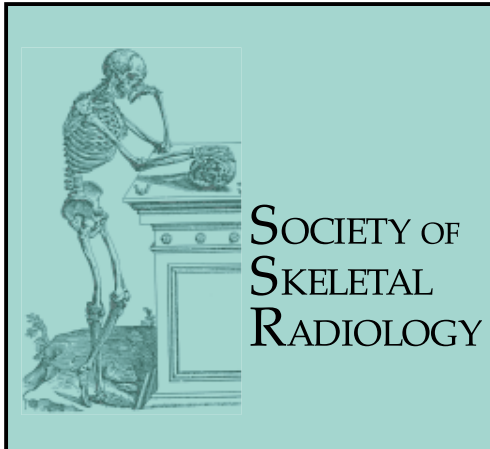


Society of Skeletal Radiology

The Voice of Musculoskeletal Radiology in North America and Beyond



Exhibitor & Sponsorship Prospectus

Sponsorship of the SSR and exhibition at the annual meeting gives your company the most efficient, cost-effective forum for promotion of new products and services. Each year over half of the entire membership attends the meeting and vendors are offered a high degree of accessibility. Society members are influential in their own practices and in the larger world of radiology – many smaller groups without expertise seek out SSR members to recommend a wide variety of radiology products.



Society of Skeletal Radiology

SSR Annual Meeting, 2012

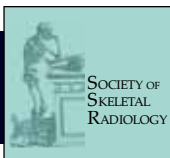
March 18 - 21, 2012

Eden Roc Renaissance Miami Beach

Miami Beach, Florida

The Sunday focus session / Self Assessment Module (SAM) will include topics on Knee Imaging, Contrast Agents, Magnet Safety and Radiation Safety





About the Society

The Society of Skeletal Radiology (SSR) is dedicated to the goal of encouraging and supporting the development of expertise in the subspecialty of musculoskeletal radiology. The Society's CME program provides continuing medical education for practicing musculoskeletal radiologists via an annual scientific meeting.

The goals of this annual meeting are to encourage research, disseminate new information, stimulate collaboration among members, and refine subspecialty expertise.

Peer-reviewed papers are given by Society members covering such musculoskeletal topics as tumors, arthritis, sports medicine/trauma, metabolic/endocrine disease, spine topics, imaging techniques and procedures, resident/fellow education and socioeconomic issues.

Completed research, preliminary work, and new ideas are given a forum, with discussion encouraged.

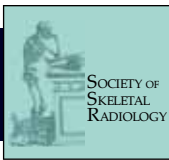
Based on needs assessment, special topics and panel discussions are developed and presented.

The SSR Membership

The Society of Skeletal Radiology consists of nearly 850 members, all of whom are dedicated subspecialty musculoskeletal radiologists. The majority are from the US with members from Canada, Europe and Asia as well. Musculoskeletal radiologists, like many subspecialists, are typically based in large academic institutions or large private groups. SSR members in academics are prolific in radiology research and education. Many members hold high-level positions in their departments and other radiology societies. Some of the most highly regarded radiologists in the world are members of SSR! SSR members in academics and private practice often have significant influence or make the final decision regarding vendors when equipment or IT products are purchased by their group. Statistics from a 2009 member survey (44% response) are listed below:

The SSR: Who are we?	
Chair or Vice Chair	9.5%
Division Director	36.7%
Program Director	12.2%
Practice President/Equivalent	3.9%
Practice Financial Officer	3.9%
Medical Director	11.1%
Influential Positions in Other Societies	46.3%

Our Academic Productivity	
Papers	99.9%
Chapters	61.7%
Books	21.6%
Lectures/Presentations	45.5%
SSR Members: Vendor Selections	
Involved in Purchasing	65.7%
Currently Evaluating Products	61.7%



General Information / 2012 Annual Meeting

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the University of Oklahoma College of Medicine and Society of Skeletal Radiology. The University of Oklahoma College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Supporting the Society of Skeletal Radiology

Deliver your message in a professional, focused, and educational environment. The Society of Skeletal Radiology presents you with networking opportunities to build relationships with new and existing customers. Choose a standard exhibit booth or an Industry Partnership package, which provides extended promotional visibility for your company beyond the annual meeting.

ELIGIBILITY FOR EXHIBITION

Any exhibitor whose proposed exhibit will enhance the educational and scientific goals of the SSR Annual Meeting is encouraged to apply for space. SSR reserves the right to refuse rental of exhibit space to any company whose display of goods or services is not likely to be, in the opinion of the SSR, compatible with the general character and objectives of the exhibition.

EXHIBITING

The expected 250 attendees want to meet you face-to-face and examine your products and services first-hand. By exhibiting at the meeting, your company will be listed in promotional materials and the program book. Space is limited, so act quickly!

INDUSTRY PARTNERSHIP PACKAGES

Secure prime exhibit location and optimum visibility with a Benefactor, Platinum, or Gold Industry Partnership package. In addition to your exhibit, participation in this program includes the pre-attende registration list, Board of Governors' participation with SSR Board of Directors, your company logo and recognition in annual meeting program book and signage, welcome reception refreshments at your exhibit area, a full page ad in the SSR post-meeting newsletter, and discounts on other advertising opportunities. Please refer to the Industry Partnership details in this prospectus for a complete list of benefits.

CORPORATE FUNCTIONS MAY NOT BE HELD CONCURRENT WITH OFFICIAL SSR SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE SSR INDUSTRY RELATIONS DEPARTMENT. IMPORTANT EXHIBIT INFORMATION AND DATES

Exhibit Description:

Exhibit size and location varies based on the Industry Partnership package chosen. The basic package includes (1) 6' table, (2) chairs, and (1) wastebasket but can be upgraded to a 20' by 10' booth in a featured location. Please reference the Industry Partnership Package grid located on the back page for a full listing of all the exhibit space opportunities. Additional service information will be made available approximately three weeks prior to the meeting.

Payment Options:

Payment is due no later than February 15, 2012. Acceptable payment method is by check, Visa, MasterCard, or American Express.

Please make checks payable to:
Society of Skeletal Radiology
Two Woodfield Lake
1100 E Woodfield Rd., Ste. 520
Schaumburg, IL 60173
FIN #56-1214728

Cancellations & Refunds:

The Society of Skeletal Radiology requires that all cancellations must be in writing. The following refund schedule applies:

Cancellation on or prior to February 15, 2012, exhibit fee will be refunded less \$250 administration fee.

Cancellation after February 15, 2012, no portion of the original exhibit fee will be refunded.

Assignment of Space:

Exhibit space will be assigned at the sole discretion of the Society of Skeletal Radiology. Factors affecting exhibit location include support level; the date the registration form was received by the SSR office, the number of exhibits, and proximity of competitors.

EXHIBIT SCHEDULE

(Times are subject to change without notice)

Exhibit Set Up: Saturday, March 17, 2012 After 7:00 p.m.

Exhibit Hours:
Sunday, March 18, 2012 7:00 a.m. – 3:00 p.m.
Monday, March 19, 2012 7:00 a.m. – 12:30 p.m.
Tuesday, March 20, 2012 7:00 a.m. – 12:30 p.m.
Wednesday, March 21, 2012 7:00 a.m. – 10:30 a.m.

Exhibit Teardown: Wednesday, March 21, 2012, after 10:00 a.m.

All exhibit material must be packed and ready for shipment by 12:00 p.m. on March 21, 2012. If exhibits cannot be removed by 12:00 p.m. on March 21, 2012, special arrangements must be made. All material not removed at that time will be shipped at the exhibitor's expense by a carrier selected by the SSR.

Registration:

A badge form will be sent to you just prior to the meeting to register your exhibit attendees. Only employees of the exhibiting company, or its agents, will be issued a badge. Booths must be manned the entire time the exhibit area is open.

For more information about exhibits, sponsorships, or advertising options or to support the Society of Skeletal Radiology through an educational grant, please contact the Industry Relations team at the SSR office:

Society of Skeletal Radiology

Two Woodfield Lake

1100 E Woodfield Road, Suite 520 | Schaumburg, IL 60173

Phone: (847) 517-3302 | Fax: (847) 517-7229 | www.Skeletalrad.org

Donna Kelly

Executive Director, Industry Relations
donna@wjweiser.com

John Hansen

Manager, Industry Relations
john@wjweiser.com

JP Baunach

Account Manager, Industry Relations
jp@wjweiser.com

2012 Society of Skeletal Radiology INDUSTRY PARTNERSHIP PACKAGES	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Basic Exhibit Pkg. \$2,500	Basic Marketing Pkg. \$1,000
*Opportunity for Additional Breakfast, Lunch, or Dinner Program	X				
*Opportunity to Host Focus Group	X				
Sponsor of One Breakfast or Lunch		X			
Sponsor of One Snack Break			X		
ADS and MAILINGS					
Full Page Color Ad on Either Back Cover or Inside Front Cover of Exhibit Guide (First Come, First Serve)	X				
Full Page B&W Ad in Exhibit Guide		X			
½ Page B&W Ad in Exhibit Guide			X		
Pre-Registration & Post Conference Attendee List/Labels	X	X			
One-Time Use of Membership Mailing Labels	X				
*Opportunity to Sponsor Attendee Bags with Logo	X				
*Opportunity to Provide Meeting Attendees with Logo Item	X	X	X		
Pre-Registration Attendee List Upon Meeting Arrival	X	X	X	X	
Company Flyer Distributed with Attendee Registration Materials	X	X	X	X	X
RECOGNITION					
Company Logo and Link on SSR Website	X	X			
Company Logo on Meeting Screen During Arrivals and Breaks	X	X	X		
Company Logo Displayed on Signage	X	X	X		
Company Logo Displayed in Exhibit Guide	X	X	X		
Product Information Listed in Exhibit Guide	X	X	X	X	
Company Sponsorship Recognized in Exhibit Guide	X	X	X	X	
Company Sponsorship Recognized on Signage and Badges	X	X	X		
Company Sponsorship Recognized on Website	X	X	X	X	X
EXHIBIT SPACE AND BADGES					
20' x 10' Exhibit Booth in Featured Location-----8 Exhibit Badges	X				
20' x 10' Exhibit Booth in Featured Location-----6 Exhibit Badges		X			
10' x 10' Exhibit Booth-----4 Exhibit Badges			X		
6' Table-Top Exhibit-----2 Exhibit Badges				X	
EXECUTIVE COMMITTEE MEETING					
(6) Six Attendees	X				
(4) Four Attendees		X			
(2) Two Attendees			X		
ANNUAL RECEPTION AND DINNER					
(4) Four Tickets	X	X			
(2) Two Tickets			X	X	

*Opportunity does not include costs of actual sponsorship item, meals, A/V, or other applicable fees. For more information, contact SSR Ind. Rel. Team

EXHIBITOR AND INDUSTRY PARTNERSHIP REGISTRATION FORM

March 18 – 21, 2012 ♦ Miami Beach, Florida

SOCIETY OF SKELETAL RADIOLOGY

The SSR offers additional opportunities for increased visibility and exhibit traffic, exceptional networking opportunities, advertising, and outreach beyond the meeting to our general membership through Industry Partnership promotional package and sponsorships.

Please contact us for additional information on how to maximize your SSR experience.

- My Company would like to become an Industry Partner.** (*Exhibit space in featured location included.*)
- Platinum Industry Partner (\$15,000)** **Gold Sponsor (\$10,000)** **Silver Sponsor (\$5,000)**
- My Company plans on EXHIBITING at the SSR Annual Meeting**
My company would like the Basic Exhibitor Package _____ 8' x 10' Exhibit Space (s), w/6' table-top at **\$2,500** each.
- My Company would like the Basic Marketing Package for \$1,000**

PLEASE NOTE:

This form must be returned to reserve exhibit space.

Corporate functions may not be held concurrent with official SSR scientific or social functions. Any function, regardless of size or location, must be approved by the SSR Industry Relations Department, (847) 517-3302.

FOR EXHIBIT FEE:

Please make checks payable to: **Society of Skeletal Radiology**
FIN #56-1214728

Check Visa Master Card American Express

Credit Card Number: _____

Expiration Date: _____

Signature: _____

QUESTIONS?

Contact John Hansen or JP Baunach at the SSR Executive Office
(847) 517-3302

CORPORATE OFFICE

Company: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Please list any competitors you do NOT want to exhibit near or next to: _____

EXHIBITOR CONTACT

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Company Product: _____

Product Application: _____

Agreement:

I am an authorized representative for this company with full power and authority to sign this application for exhibit space. The company agrees to comply with all of the rules and regulations stated in the Exhibitor Prospectus, as well as all policies added after the publication of the prospectus, which we accept as part of the agreement.

Authorized Signature: _____ Date: _____

Thank you for choosing to support the SSR in 2012!

Society of Skeletal Radiology, Two Woodfield Lake, 1100 E Woodfield Road, Ste 520, Schaumburg, IL 60173

Phone: (847) 517-3302 Fax: (847) 517-7229