

# EXHIBITOR & SPONSOR PROSPECTUS



World Molecular Imaging Congress  
Discover. Visualize. Learn. Cure.

SEPTEMBER 7-10, 2016 | JAVITS CONVENTION CENTER | NEW YORK CITY | [WMIS.ORG](http://WMIS.ORG)

# Table of Contents

3	Welcome Letter
4	Why Support the WMIC Top Reasons to Support the WMIC Benefits for Exhibitors Exhibitor Space Benefits
5	Who Attends the WMIC
6	Conference Promotion and Media Relations
7	Web Advertising
8	2015 Exhibitors
9	Exhibitor Timeline
10	Exhibiting Exhibit Space Rental Rates Checklist for Exhibiting Assignment of Booth Space
11 - 15	Sponsorship Sponsorship Levels Sponsorship Opportunities Industry Workshops
16	Booth Guidelines
17 - 20	Rules and Regulations
21	Important Contacts

# Welcome Letter



## **Imaging Biology... Improving Therapy**

On behalf of the World Molecular Imaging Society, we invite you to the World Molecular Imaging Congress in New York City September 7-10, 2016.

The WMIC brings together thousands of people from across the globe who represent the entire spectrum of Molecular Imaging and gather at WMIC for the purpose of exchanging ideas and fostering innovation. The scientific and educational sessions are replete with leaders in the field and young scientists alike, each of whom has made significant contributions to our understanding of biology, advanced technology innovation and/or evaluated new developments in the clinic. These sessions are complemented by thousands of abstracts that detail advances and highlight the latest developments in Molecular Imaging. Our industry exhibitors and sponsors showcase their innovations in the exhibition hall and in the lecture hall with advances that will refine our animal models, accelerate your research and improve clinical care. Each WMIC session is packed with innovative ideas and cutting edge research.

Molecular Imaging is a window into biology that enables discovery. We use these windows to investigate new biology and increase understanding, and the better we understand biological processes of living systems, with all of the contextual influences intact, the more effective our therapies will be in the clinic. Molecular Imaging lies at the heart of precision medicine and we will build on this notion with the theme of WMIC 2016, Imaging Biology... Improving Therapy. At the WMIC we strive to push the envelope on each end of this equation, from biochemistry to clinical care, and approach biological questions from all angles; probes to devices. WMIC is the event that showcases all of the innovations in Molecular Imaging and shows the utility of novel imaging strategies in clinical investigation and the study of disease.

Molecular Imaging as a field lies at the nexus of innovation in chemistry, hardware development, software innovation, biology and medicine, and the WMIC is where you will hear about the most exciting highlights and the most in-depth evaluation. You will not want to miss WMIC 2016 in New York!

# Why Support the WMIC

## **Top Reasons to Support the WMIC**

- Announce new products and services.
- Generate new sales leads.
- Create new customer relationships and strengthen existing relationships.
- Network with local and worldwide professionals.
- Increase visibility for your company.
- Provide product demonstrations.

## **Benefits for Exhibitors**

- Poster presentations, presentation stage, and coffee breaks are within the exhibit hall.
- Opening reception for the unveiling of the exhibit hall is our highest attended session during the five day conference.
- Access to over 1,500 attendees.
- 24 Hours of exhibiting to create contacts.
- Quality destination and venue to meet regional and global audience.
- Pre and post show advertising.
- Attendee services to create a draw to exhibit hall such as internet café, charging stations, concessions, etc.
- Complimentary registrations proportionate to size of exhibit booth.

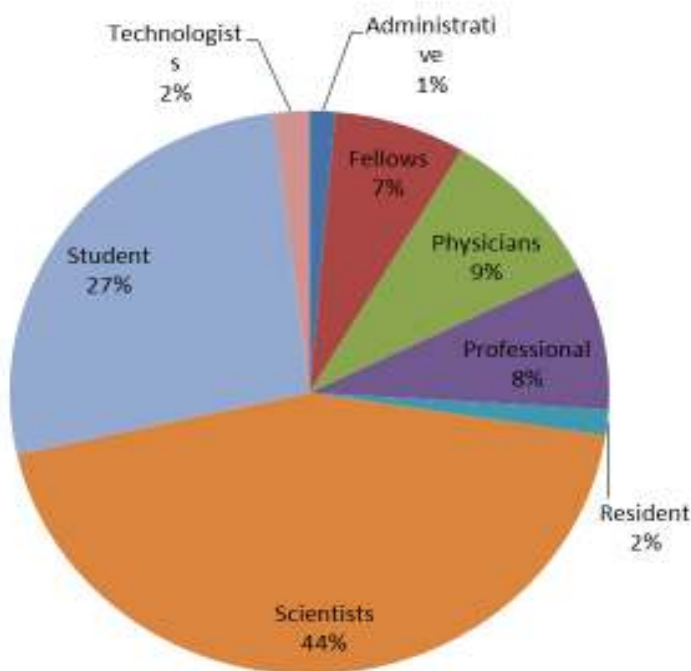
## **Exhibitor Space Benefits**

- 24 hour hall security
- 8' high back wall drapes
- 3' high side drapes
- One standard booth sign (7' x 44") for in-line booths
- Four full conference registrations per 100 square feet of exhibit space ordered
- Company listing with description in the official conference program book
- Company recognition on exhibition hall entryway signage

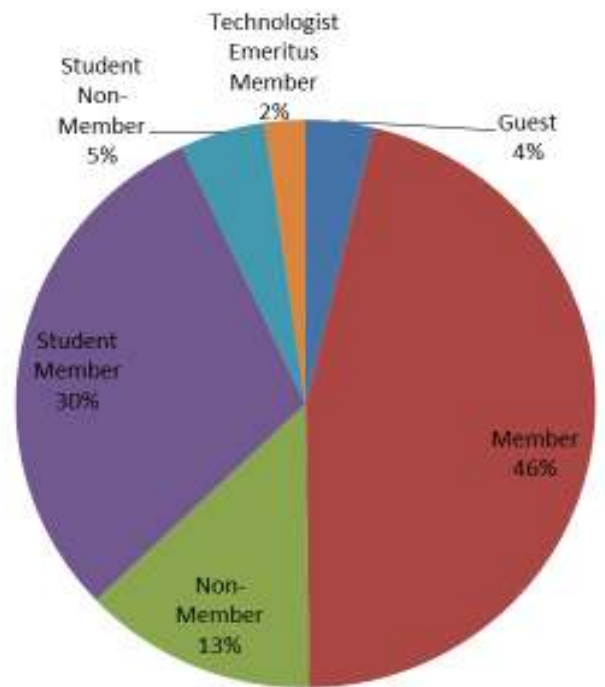
# Who Attends the WMIC

The WMIC changes location every year to draw thousands of attendees and abstract submitters, highly respected presenters and top industry representatives from around the world. As the WMIC is education and abstract-driven, it provides a distinctive platform for scientists and clinicians with diverse backgrounds to interact and present cutting-edge advances in molecular imaging. The WMIC draws the highest ratio of attendees from the region where it is taking place in any given year.

## Professional Status

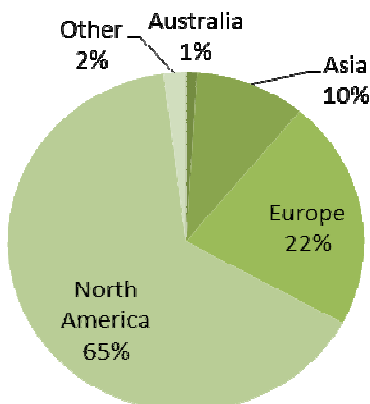


## Attendee Type

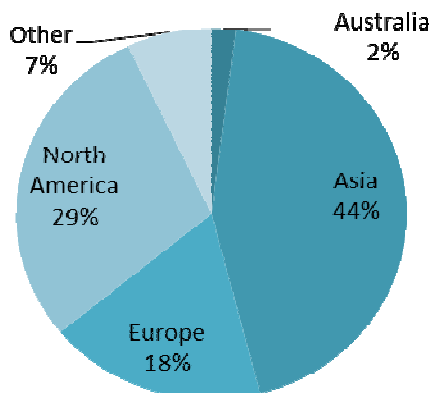


## Attendance by Country

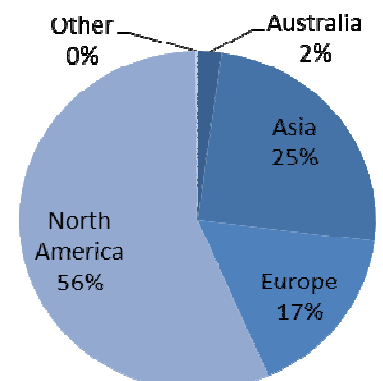
### WMIC 2013: Savannah, Georgia USA



### WMIC 2014: Seoul, Korea



### WMIC 2015: Honolulu, HI USA



# Conference Promotion and Media Relations

## Conference Promotion

The conference is listed in the “Meetings and Conferences” section of numerous professional societies’ websites such as RSNA, ISMRM and SNMMI among many others, on commercial sites such as Auntminnie.com and on government websites within the NIH. Calendar listings have been included in publications such as *Nature*, *Diagnostic Imaging*, *Radiology*, *Imaging Technology News* and *Medical Physics* as well.

## Email Blast Campaign

We work with a variety of societies that help us to advertise the congress directly to their members. Last year, we worked with RSNA, SNMMI, IEEE, ISMRM, and other smaller meetings in order to wage a strategic marketing campaign of timely and periodic email blasts, newsletter articles and advertisements. We will be working to expand the list for this year’s meeting. This methodology provides for a constant flow of updated information on the WMIC to these potential conference delegates.

## Tradeshows and Scientific Conferences

The WMIC is promoted at the following tradeshows/scientific conferences: AACR, ESMI, FASMI, IEEE Medical Imaging, ISMRM, JSMI, RSNA, SNMMI and SPIE.

## Public Relations

We maintain an active media contact list from newspaper dailies, industry trade publications and news magazines. Media contacts are targeted for customized outreach efforts in order to secure their involvement. Press releases go out on a regular basis as the program evolves and new information on keynote speakers, program sessions, and topics are finalized. Media advisories are sent out closer to the actual conference event dates. As a result of our steady PR campaign, we enjoy local and global media coverage in publications such as *The Boston Globe* and *The Wall Street Journal* and in trade magazines such as *Molecular Imaging*, *Diagnostic Imaging*, *Imaging Technology News*, and *Health Imaging*, as well as coverage directly from the conference by Auntminnie.com.

## Social Media

The WMIC is promoted using the advanced features of social media technologies. The Congress will be promoted on various platforms to highlight new information as it becomes available and on location at the meeting.



# Web Advertising

**WMIS LEADERBOARD 546 x 88 px**

**RIGHT SINGLE 156 x 120 px**

**RIGHT TRIPLE 156 x 375 px**

## WMIS Website

WMIS.org is the website for the World Molecular Imaging Society, featuring access to the Molecular Imaging and Biology Journal, the latest molecular imaging news, press, resources, education, funding, and job opportunities

## WMIC Annual Meeting Website

WMIC.org is the dedicated website for the World Molecular Imaging Congress annual meeting. Our international meeting draws thousands of attendees and abstract submitters, highly respected presenters, and top industry representatives.

## Ad Specs

Your ad can be a static image linked to a URL, an animated GIF file or a text ad with a URL. Please lay out your ad using the correct dimensions. Static ads should be created at 72 DPI or higher in either JPG or PNG format. The smaller the file size, the less time it will take to load but we can accept files up to 10MB. Please note that an ad space may be shared by up to two advertisements during any given time period. Ads are set up for an equal number of rotations and will not rotate except upon page refresh.

**WMIC LEADERBOARD 622 x 100 px**

**RIGHT SINGLE 156 x 120 px**

**RIGHT TRIPLE 156 x 375 px**

**LEFT SQUARE 142 x 142 px**

Position	Cost	Ad Specs
WMIS Leaderboard	\$4,000	546px X 88px
WMIS Right Single	\$1,500	156px X 120px
WMIS Right Triple	\$2,500	156px X 375px
WMIC Leaderboard	\$4,000	622px X 100px
WMIC Right Single	\$1,500	156px X 120px
WMIC Right Triple	\$2,500	156px X 375px
WMIC Left Square	\$1,500	142px X 142px

# 2015 Exhibitors

ABX advanced biochemical compounds

Advion

Aspect Imaging

Best Cyclotron Systems, Inc

Biospace Lab

Bruker BioSpin Corp.

CheMatech

Chroma Technology

Comecer Group

CSMI

Curadel ResVet Imaging

Endra Life Sciences

FASMI

GORYO CHEMICAL, INC.

Hamamatsu Corporation

Imanis Life Sciences

invicRO

iThera Medical GmbH

Lablogic Systems Limited

Leica Biosystems

LI-COR Biosciences

Magnetic Insight

Mauna Kea Technologies

Mediso

MILabs BV

MOLECUBES

MR Solutions

nanoPET Pharma GmbH

Patterson Scientific

PerkinElmer

PreXion Corporation

SA Instruments, Inc.

Sedecal

Sofie Biosciences, Inc.

Spectral Instruments Imaging

S-Sharp Corporation

UVP LLC

VisualSonics, Inc.

Zevacor Molecular





# Exhibitor Timeline

*All times and dates subject to change due to program adjustments without notice*

## **March 9**

Point system begins

## **April 6**

Completed application and 50% deposit must be received for first-round space assignment consideration

## **April 13**

Deadline for delivery of blueprints for approval of free-form booth designs

## **May 18**

Deadline for reduction/cancellation of exhibit space (Partial refund)

## **June 1**

First-round space assignments made and invoices mailed  
Deadline for delivery of company description for the program book  
Exhibitor Service Kit available

## **June 17**

Final payment due for exhibit space  
Payment due for approved sponsorships

## **July 1**

Deadline for delivery of advertising materials for the conference program book

## **July 13**

EAC (Exhibitor-Appointed Contractor) authorization forms due  
Sponsorship requests due  
Certificate of Insurance due  
Deadline for delivery of workshop descriptions

## **August 3**

Exhibitor Badge Order form due  
Deadline for Satellite Event applications

and space assignments

## **August 8**

Deadline to book hotel rooms at conference rates

## **September 6**

Move-in starts at 08:00 and continues until 17:00

## **September 7**

Move-in continues starting at 08:00 and ending at 13:00  
Technical Exhibits open at 17:30 for the Poster Sessions and Opening Night Reception (Subject to change according to program schedule)

## **September 10**

Move-out begins at 15:30 and must be completed by Midnight.

## **Exhibit Hours**

Wednesday, September 7	17:30 - 20:00
Thursday, September 8	09:30 - 17:00
Friday, September 9	09:30 - 17:00
Saturday, September 10	09:30 - 15:30

## **Exhibitor Registration and Information Hours**

Tuesday, September 6	08:00 - 17:00
Wednesday, September 7	08:00 - 17:00
Thursday, September 8	08:00 - 17:00
Friday, September 9	08:00 - 17:00
Saturday, September 10	08:00 - 15:30

## **MOVE-IN DATES AND TIMES**

Tuesday, September 6	12:00 - 17:00
Wednesday, September 7	08:00 - 13:00

## **MOVE-OUT DATE AND TIMES**

Saturday, September 10 15:30 - midnight

## Exhibit Space Rental Rates

Floor space rate: \$4,000 USD per 100 square feet. 10' x 10' (100 square feet) is the minimum size booth area available. Larger booth areas are available in the following multiples of 100 square feet: For any larger size booth, please contact the WMIS office.

- 10' x 20' (200 Square feet)
- 10' x 30' (300 Square feet)
- 20' x 20' (400 Square feet)
- 20' x 30' (600 Square feet)

Corners: Additional \$200 USD per corner for in-line booths. Complimentary conference registrations are included in the space rate – the quantity offered is based on the size of the booth taken. Please see application for details.

## Checklist for Exhibiting

Below are the required items for exhibiting at the WMIC. For more information about the items below, please see our Rules and Regulations.

- Application/contract
- Rental rates: 50% due with application, remainder due June 17, 2016
- Company description (100 words or less)
- Certificate of insurance
- EAC (Exhibitor-Appointed Contractor) authorization, if applicable
- Badge order forms

## Assignment of Booth Space

Booth space will be assigned through a point system as detailed in the Exhibiting and Sponsorship Rules and Regulations. After the application deadline, a floor plan will be devised arranging the available floor space to meet the space requests submitted by exhibitors. Exhibitor preferences for location near or away from other exhibiting companies will be taken into consideration in determining booth location, however such preferences indicated on the application form serve as guidance only and cannot be guaranteed. Exhibitors that change the size of their exhibit space are not guaranteed the original location and are subject to relocation by WMIC.

# Sponsorship Levels

To support the WMIC, we offer our industry partners a variety of sponsorship opportunities. Top sponsorships receive the highest priority points and recognition on our website, program, or other conference materials. Each level has unique benefits but can be customized to suit individual sponsor needs.

## **Diamond Sponsorship - \$75,000 or above**

- Top level of sponsorship with largest acknowledgements in all conference materials.
- 300 Priority Points toward booth placement.
- 5 Complimentary Registrations
- Reduced Industry Workshop Rates and Priority Timeslot Allocation.
- 1 E-blast before the WMIC.
- 1 Program book advertisement.

## **Platinum Sponsorship - \$50,000**

- 200 Priority points toward booth placement.
- 3 Complimentary registrations
- Reduced Industry Workshop rates and priority timeslot allocation.
- 1 E-blast before the WMIC
- 1 Program book advertisement.

## **Gold Sponsorship - \$35,000**

- 100 Priority points toward booth placement.
- 2 Complimentary registrations.
- Reduced Industry Workshop rates and priority timeslot allocation.
- 1 Program book advertisement.

## **Silver Sponsorship - \$25,000**

- 50 Priority points toward booth placement.
- 1 Complimentary registrations.
- Reduced Industry Workshop rates and priority timeslot allocation.
- 1 Program book advertisement.

Great venues, great sessions, great management, everything on point, on time, and easily accessible.

- 2015 Attendee

# Sponsorship Opportunities

Sponsorship Options	Short Description	Availability	Pricing	Places Sponsorship Will Be Acknowledged
<b>Educational Grants</b>	Grant money toward education initiatives guided by WMIS.		\$1,000 Increments	Program Book, Closing Ceremony, Website, Mobile App
<b>Industry Selected Poster</b>	Sponsor will be provided a list of posters that have flagged sponsor's company. Sponsor will select a poster to receive award.		\$500	Program Book, Closing Ceremony, Website, Mobile App
<b>Poster Awards</b>	Award for top posters selected by the WMIC Committees.		\$1,000 Increments	Program Book, Closing Ceremony, Website, Mobile App
<b>Speaker Travel</b>	Award for speaker travel selected by the WMIC Committees.		\$1,000 Increments	Program Book, Closing Ceremony, Website, Mobile App
<b>Student Travel Stipend Award</b>	Award for student travel selected by the WMIC Committees.		\$1,000 Increments	Session in which the Talk is Given, Program Book, Closing Ceremony, Website, Mobile App
<b>Young Investigator Award</b>	Top abstract submissions are given an award. Award money to cover YIA as selected by WMIS voting officials.		\$3,000	Session in Which the Talk is Given, Closing Ceremony, Program Book, Website, Mobile App
<b>Attendee Breaks</b>	Attendee breaks which include drinks and light snacks.		Call for pricing	Signage, Program Book, Mobile App
<b>Attendee Lunches</b>	Attendee lunches in the Exhibit Hall	<b>SOLD</b>	Call for pricing	Signage, Program Book, Mobile App
<b>Back of Badge</b>	Print advertisement for back of attendee badge.	<b>SOLD</b>	Call for pricing	On Badge Only
<b>Conference Bag Inserts</b>	Individual print ads for distribution to attendees in conference bag.		\$7,000 for a five to eight pages or \$4,000 for a one to four pages	In conference bags and digital copy of PDF on the mobile app
<b>Conference Bags</b>	Conference bags printed with sponsor logo.		\$12,000	On Item, Program Book, Website, Mobile App
<b>Cyber Café</b>	Logo on cyber café (computers and printers available to all attendees) in exhibit hall.		\$5,000	On Physical Signage of Item, Program Book, Website, Mobile App
<b>E-blast</b>	Email blast to promote Industry Workshop.		Only offered for workshops	E-blast Only
<b>E-Posters (NEW)</b>	Logo on splash page of E-Poster screens.		Call for pricing	Logo on Splash Screen of E-Posters, Program Book, Website, Mobile App

# Sponsorship Opportunities

Sponsorship Options	Short Description	Availability	Pricing	Places Sponsorship Will Be Acknowledged
<b>Floor Stickers</b>	Print advertisement for floor of convention center.		Call for pricing	Exhibit Hall without Public Usage Fee, Outside Hall is Additional Fee.
<b>Hotel Key Cards</b>	Print advertisement for hotel key cards.	<b>SOLD</b>	\$2,500	On Item, Program Book, Website, Mobile App
<b>Lanyards</b>	Lanyard printed with sponsor logo.	<b>SOLD</b>	\$3,500	On Item, Program Book, Website, Mobile App
<b>Mobile App</b>	Sponsor recognition on mobile app as a banner.	<b>SOLD</b>	\$8,000	Mobile App, Program Book, E-blast
<b>Notepads</b>	Individual notepads for distribution to attendees in conference bag.	<b>SOLD</b>	\$4,000 each or \$6,000 for notepads and pens	On Item, Program Book, Website, Mobile App
<b>Pens</b>	Individual pens for distribution to attendees in conference bag.	<b>SOLD</b>	\$4,000 each or \$6,000 for notepads and pens	On Item, Program Book, Website, Mobile App
<b>Program Book Ad</b>	Full page color print advertisement for program book.		\$1,000	Program Book, Mobile App
<b>Recharging Station</b>	Logo on charging station in exhibit hall.		\$5,000	On Physical Signage of Item, Program Book, Website, Mobile App
<b>Signage Options</b>	Physical signage including banners, adhesives, etc.		Call for pricing	On Physical Signage Only
<b>Speaker Ready Room (NEW)</b>	Signage in Speaker Ready Room where all 300+ speakers upload their presentations.		\$2,000	On Signage, Website, Program Book, Mobile App
<b>The Path (NEW)</b>	Website that contains post conference videos and program materials.		\$5,000	On The Path Website, Related E-Blasts, Program Book Ad, Mobile App
<b>Wi-Fi</b>	Logo will appear on Wi-Fi connection page.	<b>SOLD</b>	Call for pricing	On Website, Program Book, Mobile App, Connection page on site.
<b>Educational Webinar (NEW)</b>	Webinar used as an educational primer for WMIC. Sponsorship can be matched to preferred topic.		Call for pricing	On Website, During Webinar, Mobile App
<b>Gala</b>	Reception held on Saturday night to celebrate the congress.	<b>SOLD</b>	Call for pricing	Signage at Event, Tickets, Program Book, Website, Mobile App

# Sponsorship Opportunities

Sponsorship Op-tions	Short Description	Availability	Pricing	Places Sponsorship Will Be Acknowledged
<b>Industry Workshop</b>	Science oriented workshop organized by sponsor. Can include meal for attendees.		\$18,000 or less depending on sponsorship level	Program Book, Website, E-Blast, Online Registration, Mobile App
<b>Interest Group Sessions</b>	Workshops, breakfasts, or other meetings for WMIS Interest Groups.		Call for pricing	Program Book, Website, during session, Mobile App
<b>Opening Reception</b>	Reception held in Exhibit Hall on Wednesday right directly after the Opening Ceremony.	<b>SOLD</b>	Call for pricing	Drink Tickets, Program Book, Website, Signage during event, Mobile app
<b>Panel Discussion</b>	A panel discussion during the WMIC selected by the WMIC Program Committee. Sponsorship can be matched to preferred topic.		Call for pricing	Program Book, Website, during session, Mobile App
<b>Plenary Session</b>	Largest attended sessions featuring speakers who are experts in their fields. Sponsorship can be matched to preferred topic.		Call for pricing	Program Book, Website, During Session, Mobile App
<b>Poster Session Presentations (NEW)</b>	Poster session of ~900 posters in Exhibit Hall.		Call for pricing	Program Book, Website, During Session, Mobile App
<b>Satellite Events</b>	Event held during the WMIC including user meetings, social events, focus groups, committee meetings, etc. Events not eligible for CME Credit.		\$2,000	None
<b>Scientific Session (NEW)</b>	A general session during the WMIC. Sponsorship can be matched to preferred topic.		Call for pricing	Program Book, Website, During Session, Mobile App
<b>Spotlight Session</b>	A special session during the WMIC spotlighting MI topics selected by WMIC Program Committee. Sponsorship can be matched to preferred topic.		Call for pricing	Program Book, Website, During Session, Mobile App
<b>Cyber Café</b>	Logo on cyber café (computers and printers available to all attendees) in exhibit hall.		\$5,000	On Physical Signage of Item, Program Book, Website, Mobile App
<b>E-blast</b>	Email blast to promote Industry Workshop.		Only offered for workshops	E-blast Only

# Industry Workshops

Industry Workshops continue to be a favorite for sponsors and attendees alike. To minimize competition for attendance, the WMIC schedule will offer four workshop opportunities. Only one workshop presentation will be assigned per timeslot. These excellent opportunities for content-rich exposure to WMIC attendees will take place in the absence of material competition.

Available timeslots include morning or early evening schedules. Food and beverage service is available for an additional charge. Meeting room, standard AV equipment, advance registration, and notification in conference materials and on the website are included in the sponsorship fee. The sponsor is responsible for the content, invited speakers, and providing a one-page description for the program materials. Industry Workshops will not be CME accredited.

The WMIC organizers expect that the Industry Workshops be science-oriented and not merely extensive sales presentations. WMIC reserves the right to refuse content that is not considered appropriate for the Congress.

Industry Workshop: \$18,000



# Booth Guidelines

## Assignment of Booth Space and Point System

WMIC has established a priority point system for booth space assignments. Points will be awarded based on the following criteria:

- Date Points – A maximum of 10 points will be given for returning the application and a 50% deposit by March 9, 2016. Each business day thereafter one point will be deducted until all 10 points have been exhausted. Applications received after March 26, 2016 will not receive any points in this category.
- Ten points will be given for each 100 square feet of exhibit space taken.
- Ten points will be given for each \$1,000 USD taken in sponsorships, including grant support but not advertising opportunities.
- Ten points will be given for each year that a company has exhibited with WMIC since 2008.

After the application deadline, a floor plan will be devised arranging the available floor space to meet the space requests submitted by exhibitors. Exhibitor preferences for location near or away from other exhibiting companies will be taken into consideration in determining booth location, however such preferences indicated on the application form serve as guidance only and cannot be guaranteed. Exhibitors that change the size of their exhibit space are not guaranteed the original location and are subject to relocation by WMIC.

## Booth Assignment Guidelines

To maximize your assignment consideration, return your application by March 9, 2016. A 50% deposit is due with the completed application, signed with a legally competent signature. Late applications will be assigned booth space on a first-come, first-serve basis. WMIC will assign all exhibit space and reserves the right to change the location of exhibit space at any time in the best interest of the exhibition.

## Booth Reduction or Cancellation

Reductions or cancellation of booth space must be requested in writing and received by WMIC no later than May 18, 2016. Exhibitors reducing booth space before this deadline will receive the appropriate reduction in booth cost/balance due. Exhibitors canceling by this deadline date will receive back all funds paid less a cancellation fee of \$300 USD. Exhibitors canceling after May 18, 2016 forfeit the full exhibit rental and are responsible for paying the remaining balance in full within 30 days of cancellation.



# Rules and Regulations

## 1. Meeting Schedule

The WMIC commences on Wednesday, September 7 at 16:00 and adjourns on Saturday, September 10 at 17:00.

## 2. Exhibit Hours

The exhibits will be open to conference registrants and should be fully operational and staffed during the hours outlined below:

Wednesday, September 7	17:30 - 21:00 Opening Reception
Thursday, September 8	09:30 - 17:00
Friday, September 9	09:30 - 17:00
Saturday, September 10	09:30 - 15:30

Since these times are subject to change, a reminder announcement with the times will be provided closer to the conference dates. If the closing time approaches and you need some additional time, for example if you have a customer in your booth, you can make a special request to the floor coordinator of the WMIC and we will be happy to keep the exhibition open for an extended time period.

## 3. Exhibit Location

The WMIC Technical Exhibition is taking place in Hall 1C. All scientific sessions, exhibits, and posters will take place in the Javits Convention Center.

## 4. Exhibit Installation

Exhibit space may not be occupied by the exhibitor until all conditions as set forth in these Rules and Regulations are met. All power tools and equipment used in the installation of exhibits must be operated in compliance with safety guidelines, as prescribed by recognized authorities, for the protection of the operator and others working in the vicinity. General setup for the WMIC will begin on Tuesday, September 6 at 08:00 and all exhibits must be fully operational by 13:00 on Wednesday, September 7 (times subject to change). Before or after this time, no installation work will be allowed without special permission from WMIC.

Exhibitors that may require additional time to construct their displays may contact Show Management regarding the possibility of moving in earlier by appointment. No one under 18 years old is permitted in the exhibit hall during installation or dismantle hours.

## 5. Dismantling and Exhibit Removal

All dismantling of exhibits must be done during the times indicated for move-out. No exhibit can be dismantled prior to the official closing time. It is the responsibility of the exhibitor to remove all materials from the exhibit hall by the specified deadline. Failure to remove exhibit will result in removal arranged by WMIC at the exhibitor's expense. Dismantle for the WMIC begins at 15:30 on Saturday, September 10 and must be completed by midnight.

## 6. Exhibit Design and Construction

### a. General Requirements

All exhibits must conform to and enhance the professional, educational and instructional atmosphere of the conference. Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to WMIC. Exhibitors must provide, at their expense, appropriate display stands, components, furniture and floor covering (if the existing carpeting is not desired) as required. Exhibitors may not hang their signs or attach any part of their exhibit to the conference center structure. Hanging signs are permitted with permission from the WMIS. For any exhibitors displaying any unusually large, oversized and/or heavy weight equipment, please contact Show Management and/or Heritage Exposition Services to ensure accessibility in and out of the exhibit area.

### b. In-Line Exhibits (10 feet x 10 feet or multiples thereof)

# Rules and Regulations

The minimum space is 10' x 10'. The back five feet of the rented space may be occupied up to a height of eight feet. The front five feet of the rented space may be occupied from the floor up to a height of four feet. Equipment may exceed the four feet front height limit, but may not be higher than eight feet and must be placed so as not to block the view or impede the sight lines of adjacent exhibits.

## c. Free-Form Exhibits (Islands)

WMIC will consider free-form designs and their effect on surrounding exhibits as factors in assigning exhibit space. Regulations governing such exhibits are the following:

- i. All free-form exhibits should have access from all four sides. For an exhibit with limited access, the exhibit booth space assignment will be at the discretion of WMIC.
- ii. Detailed blueprints that clearly show height and distance from the perimeter of each element of the display, including furniture and equipment placement, as well as the site and nature of any audio presentation, are required to be provided to WMIC no later than April 13, 2016. If an exhibitor fails to submit blueprints by this deadline, and the exhibit does not comply with WMIC's Rules and Regulations, WMIC reserves the right to fine the non-compliant exhibitor, close the exhibit and exclude the exhibitor from any future WMIC conferences.
- iii. All stands and stand material must comply with local fire regulations as outlined in the Exhibitor Service Kit.

## 7. Care of Exhibit Space

The exhibitor must, at its expense, maintain and keep its exhibit clean and in good order in accordance with these Rules and Regulations and all other applicable rules and ordinances.

## 8. Booth Equipment and Services

Each exhibitor that has completed an application for exhibit space and paid the 50% deposit will receive an Exhibitor Service Kit after June 1, 2016. The Exhibitor Service Kit will include forms to rent booth stands, furniture, accessories, signage, and services such as floral, internet, electricity, and security.

## 9. Shipping

Complete shipping information will be included in the Exhibitor Service Kit.

## 10. Storage

See the Exhibitor Service Kit for prices and procedures.

## 11. Damage to Exhibit Facilities

The exhibitor must leave the space occupied in the same condition as it was received. The exhibitor or its agent shall not injure or deface the walls, columns or floors of the congress center, the booths or the equipment or furniture of the booth. When such damage occurs, the exhibitor shall be liable to the owner of the property so damaged.

## 12. Photography and Videotaping

Exhibitors are allowed to photograph videotape or mechanically record their own company's booth during regular floor access hours for exhibitor personnel without the use of additional electrical lighting. This does not include setup and dismantle hours. Exhibitors may not photograph or videotape another exhibitor's display without permission from that exhibitor.

## 13. Satellite Events

Exhibitors needing function space for meetings or events must submit a Satellite Event Request form, which can be found online at <http://www.wmis.org/meetings/exhibiting-and-sponsorship/exhibitorresources/> Small conference rooms at the Convention Center or at nearby hotels may be used for company meetings or more focused discussions with clients. Space is limited at the Convention Center so any functions at neighboring hotels might carry a fee that the requesting party is respon-

# Rules and Regulations

sible for. Functions will not be permitted during the scheduled programming but can be held during lunch breaks (with non-attendees only), free evenings and in the mornings before the sessions begin. Private consultation with clients may take place at any time. Exhibitors will be responsible for contracting for audiovisual, food and beverage and extraordinary setups required.

## 14. Equipment or Product Presentations Off Exhibit Floor

Equipment or product presentations to conference attendees or guests by exhibitors other than on the exhibit floor are expressly prohibited. The only exception will be WMIC-sanctioned Users' Meetings.

## 15. Cancellation of Exhibit Contract

Exhibitors that provide written notification of cancellation on or before May 18, 2016 will have any fees collected returned, less a \$300 USD service charge. Exhibitors that cancel after May 18, 2016 will not receive a refund and are responsible for payment of the full exhibit fee within 30 days of cancellation. Failure to remit the balance due on the booth rental fees within 30 days of date of invoice constitutes cancellation of contract, and will be considered a "Late Cancellation," and treated as outlined above. Reserved Exhibit Space not occupied by 13:00 on Wednesday, September 7, 2016 for the WMIC will be forfeited by the exhibitor and the space may be resold, reassigned or used by WMIC without refund, unless prior approval has been obtained in writing. If the exhibit has been delivered to the convention center, WMIC may assign labor to set up any booth that is not in the process of being erected by the given deadline and may bill the exhibitor for all charges. In all cases, the exhibitor agrees that WMIC will have the right to use the booth space as it sees fit, including the selling of space to another exhibitor without any refund to the canceling company.

## 16. Exhibit Hall Attendance

Name badges are produced using the company name submitted on the application. The official WMIC badge must be worn at all times while in the exhibit hall and the convention center. Exhibitors are entitled to a certain number of complimentary badges based on the size of their exhibit space rented, with a maximum of 16. The number of complimentary badges offered based on booth size is:

- 10' x 10' = 4 complimentary badges
- 10' x 20' = 8 complimentary badges
- 10' x 30' = 12 complimentary badges
- 20' x 20' = 16 complimentary badges
- 20' x 30' = 20 complimentary badges

A limited number of additional exhibitor badges will be available at a rate of \$395. The number of additional badges available is equal to the number of complimentary badges allotted for your booth size. For example, if you are entitled to four Complimentary Exhibitor Badges, you may purchase four additional Exhibitor Badges at \$395 per badge. Any other badges should be purchased at the regular attendee rate. These badges will permit entrance into the exhibit hall, all scientific sessions (space permitting), and the Opening Night Reception. Fees for other social events are not covered by Exhibitor Registration. An Exhibitor Badge Order form can be found online or at the end of this prospectus. The deadline for ordering exhibitor badges is August 3, 2016. Badges ordered in advance of the conference will be held onsite for pick-up by the official company representative or the individual themselves. Exhibitor badges are for use by employees of the exhibiting company only. There will be a One-Day Exhibit Hall-Only Pass available for first-time visitors at \$100 USD. Encourage potential customers to visit the technical exhibition and see firsthand all the latest technological advances in molecular imaging. The WMIC reserves the right to refuse admittance to or to eject from the exhibit hall any objectionable or undesirable person. Canvassing or the distributing of advertising materials by an exhibitor will not be permitted outside the exhibitor's allotted space unless approved by WMIC management in writing prior to the beginning of the congress. Canvassing in any part of the exhibit hall or meeting rooms by anyone representing or connected with a non-exhibiting firm is strictly forbidden.

# Rules and Regulations

## 17. Work Badges

Unregistered exhibitor personnel and exhibitor-appointed contractors who wish to obtain access to the exhibit floor during installation and dismantle hours will be required to show proof of affiliation with the exhibiting company or exhibitor appointed contractor to receive a work pass. Work passes will be available at either the Exhibitor Service Desk or the Exhibitor Registration area during installation and dismantle hours noted in the Important Dates section. Work badges are not valid during show hours. Individuals will be asked to leave the floor and register as a technical exhibitor for that specific exhibiting company.

## 18. Security

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. The facility is locked each night and perimeter security service will be provided by WMIC for the exhibition period, but neither the guard service nor WMIC will be responsible for loss of or damage to any property. Individual booth security can be ordered through the Exhibitor Service Kit.

## 19. Insurance

It is the sole responsibility of the exhibitor for any damages, claims, losses, liabilities or expenses arising from any injury to any person or property that arises out of or is in any manner connected with the exhibitor's participation in the WMIC, including its indemnity obligations. Exhibitor shall at its own cost and expense provide General Liability Insurance in an amount no less than \$1,000,000. This insurance should recognize WMIC as additional insured. Exhibitor must provide a certificate of insurance stating same by July 13, 2016. By signing the Exhibit Space Application, the exhibitor agrees to protect, indemnify, defend and hold harmless the WMIC from and against any and all liabilities, losses, damages, suits, claims, demands, costs and expenses, which may arise or result in any way from the wrongful or negligent acts of the exhibitor, its agents, contractors and employees. In no event shall the WMIC be liable to an exhibitor for loss of business, or business opportunities, or for any other type of direct or consequential damages alleged to be due under any claim. For purposes of this paragraph, the parties indemnified and insured shall include the WMIC, their officers, directors, members, agents and employees.

## 20. Animals

No live animals are permitted on the premises with the exception of service animals.

## 21. Penalties for Violation of Conference Rules

Violations of the Rules and Regulations can result in WMIC reserving the right to fine the non-compliant exhibitor, close its booth and exclude the exhibitor from any future WMIC events.

## 22. Cancellation Policy

It is mutually agreed that in the event the WMIC is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or other government declaration or regulation, epidemic or other event over which the WMIC has no control, then the exhibitor contract may be immediately amended by the WMIC, and the exhibitor hereby waives any and all claims against the WMIC for damages, reimbursement, refund or compensation. At the sole discretion of WMIC, exhibitor refunds, if any, will be determined after deduction of any incurred expenses by WMIC as deemed necessary in connection with the technical exhibition. WMIC shall not be financially liable in the event the conference/ exhibition is interrupted, cancelled, moved or rescheduled as outlined above.

# Important Contacts

## **Conference Management**

World Molecular Imaging Society  
5839 Green Valley Circle, Suite 209  
Culver City, CA 90230  
310-215-9730  
310-215-9731 (fax)  
wmis@wmis.org

## **Accounting and Registration**

Sylvia Anderson  
sanderson@wmis.org

## **Catering**

Sue Kirk  
skirk@wmis.org

## **Convention Center**

Jacob K. Javits Convention Center  
655 West 34th Street  
New York, NY 10001  
<http://www.javitscenter.com/>

## **Exposition and Sponsorship**

Misty Everett  
meverett@wmis.org

## **Housing**

Please visit:  
<http://www.wmis.org/meetings/attending-the-conference/book-your-hotel/>

## **Marketing and Communications**

Lauren Whitman  
lwhitman@wmis.org

## **Official Exposition Contractor**

Ryan Yemm  
Heritage Exposition Services  
620 Shenandoah Ave.  
St. Louis, MO 63104  
800-360-4323  
314-534-8050 (fax)  
314-308-7615 (cell)  
ryany@heritageexpo.com  
[www.heritageexpo.com](http://www.heritageexpo.com)

## **Program, Abstracts, and Posters**

Andrea Diaz  
adiaz@wmis.org

