

2012 Annual Meeting of the

**Florida
Radiological
Society**



**Florida Radiology
Business Management
Association**



July 20 - 22, 2012

The Ritz-Carlton, Sarasota • Sarasota, Florida

**EXHIBITOR
PROSPECTUS**

This will be the eighteenth year the **FRS&FRBMA** have jointly conducted their annual meeting. This has proven to be a success not only for our organizations but to many of our exhibitors and sponsors. For you, as an exhibitor and/or meeting sponsor, we will continue to make your presence known and beneficial to you. We are grateful and most appreciative of your support.

You will notice that this year's meeting format has been changed in an effort to increase attendance. Exhibitors will now be able to set up all day Friday prior to the Exhibit Hall Grand Opening with the always popular **Wine and Cheese Reception**. But make plans to play in the Golf Tournament Friday morning and set up your booth Friday afternoon!

FRS&FRBMA will provide wine and hors d'oeuvres during the **Wine and Cheese Reception**. On Saturday, breakfast and coffee breaks will be held in the Exhibit hall. Later, exhibitors will lunch with attendees to allow for maximum discussion and interaction.

The exhibit hall will be closed during educational sessions. At these times, the exhibit hall will be secured so that you do not have to stay at your booth during inactive periods. While the exhibit hall is closed, access will be granted to members only if escorted by an exhibitor who has requested special access for a scheduled meeting or presentation. You are cordially invited to attend the educational sessions. Please note that breaks are 30 minutes each and the **FRS&FRBMA** break times have been consolidated to allow for maximum exposure to attendees.

Your booth fee includes admittance to the **Annual Award Reception and Cocktail Party** (for one representative from your company). Tickets for additional representatives may be purchased. *We truly encourage your participation and presence!*



Come join us
for education, fun,
relaxation and most
importantly, to promote
your company. You will
be pleased with
this year's activities.

Meeting Location, Floor Plan & Networking Schedule

Location Information

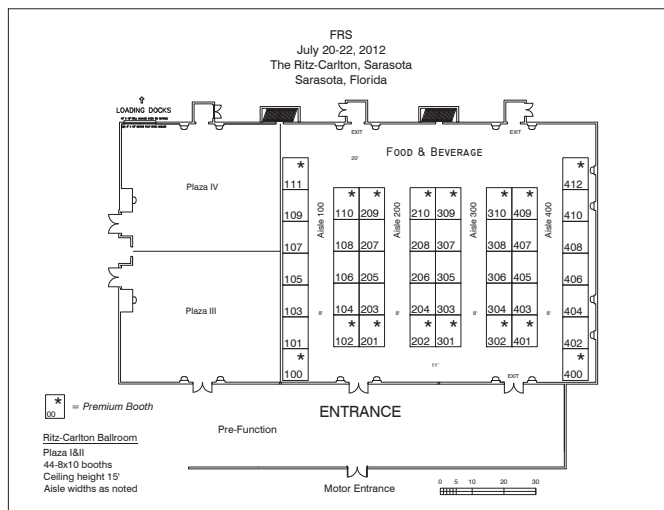
The meeting will be held at The Ritz-Carlton, Sarasota, Sarasota, Florida. The Exhibit area will be located in The Ritz-Carlton Ballroom Plaza I - II. You may also visit The Ritz-Carlton, Sarasota website at www.ritzcarlton.com for more information.

Hotel reservations should be made directly with The Ritz-Carlton, Sarasota. See the accommodations page included in this packet for details. Discounted rates are available for all meeting participants.



Booth Rental

The exhibits will be 8' x 10' booths and will include one 6' skirted table, two chairs, one waste basket, and one company identification sign. Space is limited, so reserve your booth(s) soon. Booths will be assigned according to the order in which applications (in writing) are received. A diagram of the exhibit hall space is directly below. Once your exhibitor application is received by the FRS, an Exhibitor Packet will be provided by GEMS Exposition Management Services.



Ritz Carlton Ballroom

Exhibit Schedule & Networking Opportunities

Friday, July 20, 2012

- 8:00am - 6:00pm Exhibitor Setup
- 8:00am - 1:00pm Golf Tournament
- 6:30pm - 8:30pm Wine and Cheese Reception
in Exhibit Hall

Saturday, July 21, 2012

- 7:00am - 8:00am Continental Breakfast in
Exhibit Hall
- 10:00am - 10:30am Break in Exhibit Hall
- 12:15pm - 1:15pm Lunch with Exhibitors
- 1:30pm - 3:30pm Exhibit Tear Down
- 5:00pm - 7:00pm Annual Award Reception and
Cocktail Party

Sunday, July 22, 2012

- 7:30am - 9:15am Legacy Lecture Breakfast



Sponsorship Opportunities

Supporting grants and contributions from companies including exhibitors are acknowledged in many ways. Sponsorship includes recognition at the annual meeting, acknowledgment in printed meeting materials, identification on Exhibit Hall signage, and recognition in the **FRS & FRBMA *focus*** newsletter and monthly E-Brief. You are invited to participate in any one or combination of several opportunities for support for our meeting. Special signage recognition is given to sponsors and co-sponsors. This year's sponsorship opportunities and their corresponding fees are:

Gold Sponsorship \$7,500

Includes:	Value
• Two premium location 8' x 10' exhibit booths during entire meeting	\$3,200
• Full page full color advertisement in one issue of FRS/FRBMA newsletter	\$1,500
• Tuition for up to four corporate representatives to attend the educational sessions	\$1,400
• Link to corporate website from FRS & FRBMA website for a period of one year	\$1,800
• Listing in promotional brochures, conference syllabus, and on signage	\$500
• Skyscraper advertisement in six issues of the e-Brief, published monthly	\$1,650
	\$10,050

Silver Sponsorship \$5,500

Includes:	Value
• Link to corporate website from FRS & FRBMA website for a period of one year	\$1,800
• One premium location 8' x 10' exhibit booth during entire meeting	\$1,600
• Half page advertisement in one issue of FRS/FRBMA newsletter.....	\$750
• Tuition for up to three corporate representatives to attend the educational sessions	\$1,050
• Listing in promotional brochures, conference syllabus, and on signage	\$500
• Skyscraper advertisement in three issues of the e-Brief, published monthly.....	\$900
	\$6,600

Bronze Sponsorship \$4,000

Includes:	Value
• Link to corporate website from FRS & FRBMA website for a period of one year	\$1,800
• One premium location 8' x 10' exhibit booth during entire meeting	\$1,600
• Quarter page advertisement in one issue of FRS/FRBMA newsletter	\$500
• Tuition for up to two corporate representatives to attend the educational sessions	\$700
• Listing in promotional brochures, conference syllabus, and on signage	\$500
• Button advertisement in three issues of the e-Brief, published monthly	\$600
	\$5,700

Sponsorship Opportunities (Continued)

Event Support **\$250 - \$3,000**
 Support will be acknowledged in promotional brochures, conference syllabus, and on signage

Exhibit Hall Sponsorship	Amount	Annual Award Reception and Cocktail Party Sponsorship	Amount
Wine and Cheese Reception	\$3,000	Up to Four (4) Sponsors	\$750
Continental breakfast (one available, up to 2 sponsors).....	\$1,000	Golf Tournament	
Lunch reception (one available)	\$2,500	Title Sponsorship.....	\$2,500
Refreshment breaks (two available).....	\$500	Hole Sponsorship.....	\$250 each

(Half sponsorships are available for each function.)

Speaker Support *(To include speaker expenses, travel and/or honorarium)***\$4,000**

Exhibit Only *(Includes standard booth, ID sign and access to the hall for up to two representatives)*..... **\$1,500 - \$1,600**
 8' x 10' booth, premium location = \$1,600 8' x 10' booth = \$1,500

Newsletter Advertising **\$500 - \$1,500**

All pricing is per issue. Discounts offered for multiple insertions. Premium insertion, add 20%

Full page, full color.....	\$1,500	Half page 2 color	\$750
Full page 2 color	\$ 1,250	Quarter page 2 color.....	\$500

FRS Website/E-Brief **\$150 - \$325**

Pricing is per month.

	Website Cube w/ Vendor Link	E-Brief Button	E-Brief Skyscraper
One Month	\$225	\$225	\$325
Three Months.....	\$200	\$200	\$300
Six Months.....	\$175	\$175	\$275
One Year	\$150	\$150	\$250

Rules And Regulations



Arrangements of Exhibits

Booths will be provided as indicated in this prospectus. However, the floor plan is subject to change. Exhibits should not project beyond the space allotted. No interference with the light or space of other exhibitors will be permitted. Exhibitor is responsible for damage to property (see Responsibility Agreement Form). No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws, or any other device. All space is leased subject to these restrictions.

Display Requirements and Restrictions

The Florida Radiological Society and Florida Radiology Business Management Association retains the right to deny the exhibition of inappropriate items and products. Please contact the Exhibits Manager with any questions.

Irregular Canvassing and Distribution of Advertising Matter

Solicitation of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Exhibits Manager any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. No circulars or advertising matter of any description shall be distributed except from the exhibitor's booth.

Subletting of Space

No subletting of space will be permitted. Each firm represented in the exhibit must sign the Exhibit Application and Responsibility Agreement Form. Any person or firm subletting space, as well as the one purchasing space, will be subject to eviction. No refunds will be made.

Uncontrollable Eventualities

The Florida Radiological Society and Florida Radiology Business Management Association will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike, or any other emergencies of that nature but does not guarantee or insure the exhibitor against loss by reason thereof (see Responsibility Agreement Form).

Dress Code

Meeting attire is business casual for all events except the Annual Award Reception and Cocktail Party, which is coat and tie/dressy evening attire.

Thank You!

Exhibitor Application

Florida Radiological Society • 5620 West Sligh Avenue • Tampa, FL 33634
 Fax 813-806-1071 • Email: Lroger@frad.org

COMPANY NAME: _____ TAX EXEMPT #: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

AUTHORIZED CONTACT: _____ E-MAIL: _____

PHONE: _____ FAX: _____

Please list the names and titles of all representatives who will be at the meeting in conjunction with your exhibit and indicate who is to be in charge of the exhibit for any decisions made during the meeting.

A. In Charge Name (Free): _____ Title: _____

B. Name (Free): _____ Title: _____

C. Name: (\$50) _____ Title: _____

D. Name: (\$50) _____ Title: _____

EXHIBIT BOOTH RENTAL

Booth type	Price	Quantity	Total Cost
8' x 10', premium location	\$1600	_____	\$ _____
8' x 10'	\$1500	_____	\$ _____

EVENT ATTENDANCE

Event	Circle Attendee(s) - A B C D	Cost per person	Number Attending	Total Cost
Additional Representatives (Up to 2 representatives Included)	C D	\$50	_____	\$ _____
Golf Tournament (Friday, July 20)	A B C D	\$95	_____	\$ _____
Handicap A: _____ Handicap B: _____ Handicap C: _____ Handicap D: _____				
Wine and Cheese Reception (Friday, July 20)	A B C D	Included	_____	INCLUDED
Lunch with Attendees (Saturday, July 21)	A B C D	Included	_____	INCLUDED
Annual Award Reception and Cocktail Party* (Saturday, July 21)	A B C D	\$45*	_____	\$ _____
*Business dress. One person's attendance is included in the exhibit fee. Costs apply for additional attendees.				
Legacy Lecture Breakfast (Sunday, July 22)	A B C D	\$45	_____	\$ _____

PAYMENT INFORMATION: CHECK ENCLOSED (PAYABLE TO: FRS) CHARGE TO CREDIT CARD:    

CARD NUMBER _____ EXPIRES _____

CARD SECURITY CODE* _____ *In order to process your registration we will need the security code on your credit card. If you have a MasterCard, Visa or Discover the 3 digit code will be found on the back of your card in the space provided for your signature (it will be the last 3 digits shown). American Express prints their 4 digit security code on the front of the card above the last digit of your AMEX number.

SIGNATURE _____ (YOUR SIGNATURE IS YOUR AUTHORIZATION TO CHARGE THIS CREDIT CARD.)

IF CREDIT CARD NAME OR BILLING ADDRESS DIFFERS FROM THE ADDRESS LISTED ABOVE, PLEASE PROVIDE THE CORRECT BILLING ADDRESS

NAME ON CARD _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

CO-SPONSORSHIP OPPORTUNITIES*

Gold Sponsorship	\$ _____
Silver Sponsorship	\$ _____
Bronze Sponsorship	\$ _____
Event Support	\$ _____
Speaker Support	\$ _____
Newsletter Advertising	\$ _____
Website Advertising	\$ _____

*See the "Co-Sponsorship Opportunities" for Sponsorship Descriptions

GRAND TOTAL: \$ _____

Responsibility Agreement Form

Please read the following statements thoroughly and sign below. Booths cannot be assigned unless this form contains an authorized signature.

The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitor's displays, equipment and other property while at The Ritz-Carlton, Sarasota and hereby waives any claim or demand it may have against The Ritz-Carlton, Sarasota or its affiliates, the Florida Radiological Society or the Florida Radiology Business Management Association arising from such loss, theft or damage. In addition, the exhibitor agrees to defend (if requested), indemnify and hold harmless the Florida Radiological Society, Florida Radiology Business Management Association and The Ritz-Carlton, Sarasota and their respective parent, subsidiary and other related or affiliated companies including GEMS Exposition Management Services from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorney's fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees subcontractors or agents.

We/I have read and agree to abide by all requirements, restrictions and obligations set forth in the 2012 Exhibitor Prospectus, the policies governing exhibitors, those on this application, and those which may be set forth in the future in connection with the 2012 Annual Meeting. We/I further acknowledge that the FRS/FRBMA reserves the right to reject, at its discretion, any application to exhibit.

Company Name: _____

Authorized Signature: _____

Please Print Name: _____

Title: _____ Date: _____

Please return this form, along with the Exhibitor Application, by mail, fax or email.

Florida Radiological Society • 5620 West Sligh Avenue • Tampa, FL 33634

Fax 813-806-1071 • Email: Lroger@flrad.org

Contact Information

Contact Information

FRS

Florida Radiological Society
5620 West Sligh Avenue
Tampa, FL 33634-4490

ph. (813) 806-1070

f. (813) 806-1071

E-Mail: Lroger@frad.org

FRBMA

Florida Radiology Management Association

Attn: L. Nichols

1 Key Capri 712 East

Treasure Island, FL 33706

ph. (727) 367-7511

E-Mail: Ladonnanichols@aol.com

Exhibit Decorator

GEMS Exposition Management Services

895 Central Florida Parkway

Orlando, FL 32824

ph. (407) 709-1486

f. (407) 852-0286

Badges

Up to two (2) exhibitors per booth. Name, Title, Company address, city, state, zip, and e-mail due by July 10, 2012. Send to Lroger@frad.org. Additional representative name badges can be purchased for \$50.00 each.

Exhibitor Registration, Set-up and Dismantling

Each exhibitor must be registered. Exhibitor badges and registration packets may be picked up at the registration desk. Representatives from GEMS Exposition Management Services will be onsite to assist with exhibit setup. You will receive an exhibitor service manual describing services. Furniture rental, booth cleaning, and lead retrieval are among some of the items you will find in this manual. Exhibits must be set by 6:00pm Friday and removed by 3:30pm Saturday.



Accommodations



Discover The Ritz-Carlton, Sarasota – and experience a place where the casual Gulf Coast lifestyle meets the sophisticated, cosmopolitan excitement of the city. Featuring exceptional dining, a luxurious spa, championship golf, lavish accommodations including sweeping bay and city views, The Ritz-Carlton in Sarasota, Florida, provides guests with a relaxing escape from the everyday. While you're visiting, be sure to enjoy the sandy beaches recently named the 2011 "Best Beach in America".

Make your reservation as soon as possible as our room block may sell out prior to the cut-off date of June 18, 2012. After this date, reservations will be accepted at the discretion of the hotel, on a space and rate available basis.

Identify yourself as a registrant of "FRS & FRBMA Annual Meeting" to qualify for the special discounted group room rate. Rate cannot be changed at check-in or check-out for guests who fail to identify their affiliation at the time the reservation is made.

ACCOMMODATIONS

2012 Annual Meeting of the FRS & FRBMA

**The Ritz-Carlton, Sarasota
Sarasota, Florida
July 19 - 22, 2012**

CALL FOR RESERVATIONS: (800) 241-3333

and provide **FRS & FRBMA Annual Meeting** or register online: www.ritzcarlton.com/sarasota and enter **Group Code: FRAFRAA**

SPECIAL DISCOUNTED GROUP ROOM RATES:

\$165 Per Night
(Single/Double Occupancy)
Non Smoking Property

**KING BED
TWO QUEEN BEDS**

Room rates are subject to applicable sales and resort taxes, currently 11%. Subject to availability, group rates may be available three days before and three days after the conference. Cribs are available at no cost. Rollaways are available for \$35 nightly. **Deposit:** One (1) night's room rate plus tax will be charged at time of reservation. **Cancellations:** All cancellations, arrival and departure date changes, must be made 48 hours or more prior to scheduled arrival date/time to avoid penalties. Maximum capacity of 4 people to each room. Check in is 4 p.m.; Check out is 12:00 noon.

DEPOSIT: Hotel requires a deposit of one night's room plus applicable taxes to guarantee accommodations. Your credit card will be charged at the time of reservation. **CANCELLATION:** Your deposit will be refunded if reservation is cancelled at least 48 hours before arrival. Any guest who fails to cancel a reservation 48 hours prior to their scheduled arrival or is a "no show" will be charged.

To reserve your room using a credit card, you may call reservations at (800) 241-3333. Your credit card will be charged the first night's room and tax charges per room at the time of reservation. Remember to identify yourself as a registrant of the FRS & FRBMA Annual Meeting in order to qualify for the special discounted group room rate. Guests who confirm reservations with a credit card will have 48 hours prior to date of arrival in which to cancel a reservation without penalty. Any guest that cancels a reservation after such time will have a charge of one night's room and tax applied to their account.

Call Professional Travel (official travel agency) at (800) 237-7230 (toll free U.S. and Canada) or (813) 806-1050 direct if you have any questions or problems making your hotel reservations or prefer alternate accommodations.

Thank You!

FRS&FRBMA

We gratefully acknowledge support from the following organizations in 2011 and look forward to their support again for the 2012 annual meeting.

Advocate Radiology Billing

Aris Teleradiology

Atlas Medical Technologies

Bayer HealthCare

BilAmerica

Blue Cross and Blue Shield of Florida, Inc.

CB Services/Assurance Healthcare Services

Danna-Gracey

Data Media Associates, Inc.

DOC-DI.com

Florida Insurance Advocates

G.E. Walker Inc.

IMAGINE Software

Imaging on Call

InterMed

MAG Mutual Insurance Company

Mayo Clinic - Referring Physician Office

McKesson

Medical Business Bureau, LLC

Medical Business Service, Inc.

Medical Management Professionals

MedMal Direct Insurance

MedReceivables Advisor, LLC

MEGAS-Alpha II

NovaRad South

Origin Healthcare Solutions

PMG – The Physicians' Billing Specialist

ProAssurance

Quantum Medical Business Service

RamSoft, Inc.

RBMA

Sago Networks

Sheridan Healthcare, Inc.

TGM² Inc.

Toshiba America Medical

Zotec Partners