



2014

ANNUAL MEETING OF THE

Florida Radiological Society

Florida Radiology Business Management Association

Radiology 2014: Refocusing the Integrated Practice

July 11 - 13, 2014

The Ritz-Carlton Orlando, Grande Lakes
Orlando, Florida

Exhibitor Prospectus

This will be the twentieth 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.

Exhibitors will 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 scheduled to allow for maximum exposure to attendees.

Your booth fee includes admittance to the **Gold Medal 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 Orlando, Grande Lakes in Orlando, Florida. The Exhibit area will be located in Tuscany E-H. You may also visit The Ritz-Carlton Orlando, Grande Lakes website at www.ritzcarlton.com/Orlando for more information.

Hotel reservations should be made directly with The Ritz-Carlton Orlando, Grande Lakes. 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. Once your exhibitor application is received by the FRS, an Exhibitor Packet will be provided.



Exhibit Schedule & Networking Opportunities

Friday, July 11, 2014

- 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 12, 2014

- 7:00am - 8:00am Continental Breakfast in Exhibit Hall
- 10:15am - 11:00am Break in Exhibit Hall
- 12:15pm - 1:15pm Lunch with Exhibitors
- 1:30pm - 3:30pm Exhibit Tear Down
- 5:30pm - 7:15pm Gold Medal Reception and Cocktail Party

Sunday, July 13, 2014

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



Opportunities To Participate

Supporting grants and contributions from companies including exhibitors are acknowledged in many ways. Fees include 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 a combination of opportunities to support our meeting. Special signage recognition is given to our supporters. This year's opportunities and their corresponding fees are:

Gold Exhibitor \$7,500

Includes:

- Two premium location 8' x 10' exhibit booths during entire meeting
- Full page full color advertisement in one issue of FRS/FRBMA newsletter
- Tuition for up to four corporate representatives to attend the educational sessions
- Link to corporate website from FRS & FRBMA website for a period of one year
- Listing in promotional brochures, conference syllabus, and on signage
- Skyscraper advertisement in six issues of the E-Brief, published monthly

Silver Exhibitor \$5,500

Includes:

- Link to corporate website from FRS & FRBMA website for a period of one year
- One premium location 8' x 10' exhibit booth during entire meeting
- Half page advertisement in one issue of FRS/FRBMA newsletter
- Tuition for up to three corporate representatives to attend the educational sessions
- Listing in promotional brochures, conference syllabus, and on signage
- Skyscraper advertisement in three issues of the E-Brief, published monthly

Bronze Exhibitor \$4,000

Includes:

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

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

Opportunities To Participate (Continued)

Unrestricted Educational Grants

Grants to the meeting will be accepted in the amounts of \$250 - \$3,000. These unrestricted educational grants will be utilized to defray the general expenses of the meeting.

Exhibit Hall Sponsorship	Amount	Gold Medal 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

Support other than Gold, Silver, Bronze and "Exhibit only" requires a Written Agreement of Commercial Support to be completed and returned. This form will be forwarded upon receipt of the application.

Newsletter Advertising \$500 - \$1,500

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

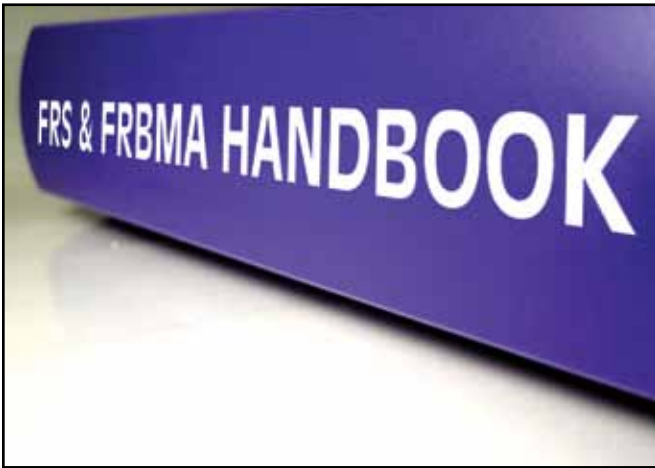
Full page, full color.....	\$1,500	Half page 2 color	\$750
Full page 2 color	\$ 1,250	Quarter page 2 color.....	\$500

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 leased space is subject to these restrictions.

Display Requirements and Restrictions

The Florida Radiological Society and Florida Radiology Business Management Association retain 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 Gold Medal 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@flrad.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 11)	A B C D	\$95	_____	\$ _____
Handicap A: _____ Handicap B: _____ Handicap C: _____ Handicap D: _____				
Wine and Cheese Reception (Friday, July 11)	A B C D	Included	_____	INCLUDED
Lunch with Attendees (Saturday, July 12)	A B C D	Included	_____	INCLUDED
Gold Medal Reception and Cocktail Party* (Saturday, July 12)	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 13)	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 _____

OPPORTUNITIES TO PARTICIPATE*

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

*See the "Opportunities to Participate" on page 3 for 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 Orlando, Grande Lakes and hereby waives any claim or demand it may have against The Ritz-Carlton Orlando, Grande Lakes 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 Orlando, Grande Lakes and their respective parent, subsidiary and other related or affiliated companies 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 2014 Exhibitor Prospectus, the policies governing exhibitors, those on this application, and those which may be set forth in the future in connection with the 2014 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

FRS

Florida Radiological Society
5620 West Sligh Avenue
Tampa, FL 33634-4490
ph. (813) 806-1070
f. (813) 806-1071
Email: Lroger@flrad.org

FRBMA

Florida Radiology Management Association
Attn: L. Nichols
1 Key Capri 712 East
Treasure Island, FL 33706
ph. (727) 367-7511
Email: ladonnanichols@aol.com

Badges

Up to two (2) exhibitors per booth. Name, Title, Company address, city, state, zip, and email due by July 1, 2014. Send to Lroger@flrad.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 the decorating company 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 Orlando, Grande Lakes and experience all this vibrant, fun-filled city has to offer. With exceptional amenities and impeccable service, the Orlando luxury hotel offers guests a stylish place to enjoy the quintessential all-American city. Take in the fun while retaining a sense of sophistication at the Ritz-Carlton Orlando, Grande Lakes.

Make your reservation as soon as possible as our room block may sell out prior to the cut-off date of June 18, 2014. 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 or Florida Radiological Society” 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.

How to Get There

Fly directly to Orlando International Airport, located just 14 minutes northeast from the Ritz-Carlton Orlando, Grande Lakes. Daily non-stop flights are available.

<h2>ACCOMMODATIONS</h2>	<p>SPACE IS LIMITED - RESERVE TODAY: Call Ritz-Carlton Orlando, Grande Lakes for Reservations at: (800) 576-5760 and identify yourself as a registrant of “Florida Radiological Society” to receive the group discount or make your reservation online at: https://resweb.passkey.com/go/flradiological</p>	
<p>2014 Annual Meeting of the FRS & FRBMA</p>	<p>SPECIAL DISCOUNTED GROUP ROOM RATES:</p>	
<p>The Ritz-Carlton Orlando, Grande Lakes</p> <p>July 10 - 13, 2014</p>	<p>\$199 Per Night (Single/Double Occupancy) Non Smoking Property</p>	<p>ROOM PREFERENCES King bed • Two Double beds</p>
<p>4012 Central Florida Parkway Orlando, Florida 32837 407-206-2400</p>	<p>Room rates are subject to applicable sales and resort taxes, currently 12.5%. Subject to availability, group rates may be available three days before and three days the conference. Cribs are available at no cost upon availability. Twin sized rollaway beds are available in king bedded rooms and suites only at \$15 per night.</p> <p>Deposit: A credit card is required to secure a room reservation. Your card will not be charged until check-in unless your reservation is cancelled within 5 days of arrival.</p> <p>Cancellations: All cancellations, arrival and departure date changes, must be made 5 days or more prior to scheduled arrival date/time to avoid a one night penalty. Check in is 4:00 PM.; Check out is 12:00 Noon.</p>	

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 2013 and look forward to their support again for the 2014 annual meeting.

Advocate Radiology Billing	McKesson Revenue Management Solutions
APS Medical Billing	Medical Management Professionals (MMP)
Bayer Healthcare	MEGAS - ALPHA II
Danna-Gracey	NOVARAD SOUTH
Data Media Associates, Inc.	ProAssurance
DR Systems, Inc.	Radiology Business Management Association
Ellis, Ged & Bodden, P.A.	RadNet, Inc.
Florida Advocates	Ramsoft, Inc.
Florida Blue	Scion Medical Technologies
Florida PIP Law Firm, P.A.	Siemens Healthcare
G.E. Walker, Inc.	Stark Medical Auditing & Consulting
hc1.com	StatRad
Healthcare Administrative Partners	Sun Teleradiology
Hitachi Medical Systems America, Inc.	The Greespan Law Firm, PA
Hologic	Toshiba America Medical Systems
IMAGINE Software	US Radiology On Call
Integrated Medical Partners	XIFIN
Intelrad Medical Systems Incorporated	Zotec Partners
MAG Mutual Insurance Company	
Management Services Network	