2015
ANNUAL MEETING OF THE
Florida
Radiological Society
Florida Radiology Business
Management Association
Surviving and Thriving in a Changed Environment
July 17 - 19, 2015
The Ritz-Carlton Key Biscayne, Miami • Key Biscayne, Florida
Exhibitor Prospectus
This will be the twenty-first 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 & Networking Schedule

Location Information
The meeting will be held at The Ritz-Carlton Key Biscayne, Miami in Key Biscayne, Florida. The Exhibit area will be located in Ritz-Carlton Ballroom Salons 3 & 4. You may also visit The Ritz-Carlton Key Biscayne, Miami website at www.ritzcarlton.com/keybiscayne for more information.

Hotel reservations should be made directly with The Ritz-Carlton Key Biscayne, Miami. 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 17, 2015
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 18, 2015
7:00am - 8:00am .......... Continental Breakfast in Exhibit Hall
9:45am - 10:30am ........ Break in Exhibit Hall
12:00pm - 1:00pm ........ Lunch with Exhibitors
1:30pm - 3:30pm .......... Exhibit Tear Down
5:30pm - 7:15pm .......... Gold Medal Reception and Cocktail Party

Sunday, July 19, 2015
7:30am - 9:15am .......... Legacy Lecture Breakfast
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.

<table>
<thead>
<tr>
<th>Exhibit Hall Sponsorship</th>
<th>Amount</th>
<th>Gold Medal Reception and Cocktail Party Sponsorship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine and Cheese Reception</td>
<td>$3,000</td>
<td>Up to Four (4) Sponsors</td>
<td>$750</td>
</tr>
<tr>
<td>Continental Breakfast (one available, up to 2 sponsors)</td>
<td>$1,000</td>
<td><strong>Golf Tournament</strong></td>
<td></td>
</tr>
<tr>
<td>Lunch Reception (one available)</td>
<td>$2,500</td>
<td>Title Sponsorship</td>
<td>$2,500</td>
</tr>
<tr>
<td>Refreshment Breaks (two available)</td>
<td>$500</td>
<td>Hole Sponsorship</td>
<td>$250 each</td>
</tr>
</tbody>
</table>

*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**

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

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, full color</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full page 2 color</td>
<td>$1,250</td>
</tr>
<tr>
<td>Half page 2 color</td>
<td>$750</td>
</tr>
<tr>
<td>Quarter page 2 color</td>
<td>$500</td>
</tr>
</tbody>
</table>

**FRS Website/E-Brief**

Pricing is per month.

<table>
<thead>
<tr>
<th>Website Cube w/ Vendor Link</th>
<th>E-Brief Button</th>
<th>E-Brief Skyscraper</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Month</td>
<td>$225</td>
<td>$225</td>
</tr>
<tr>
<td>Three Months</td>
<td>$200</td>
<td>$200</td>
</tr>
<tr>
<td>Six Months</td>
<td>$175</td>
<td>$175</td>
</tr>
<tr>
<td>One Year</td>
<td>$150</td>
<td>$150</td>
</tr>
</tbody>
</table>
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

**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:** ______________

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**EXHIBIT BOOTH RENTAL**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
<th>Quantity</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>8' x 10', premium location</td>
<td>$1600</td>
<td>______</td>
<td>$________</td>
</tr>
<tr>
<td>8' x 10'</td>
<td>$1500</td>
<td>______</td>
<td>$________</td>
</tr>
</tbody>
</table>

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**EVENT ATTENDANCE**

**Additional Representatives (Up to 2 representatives included)**

- C  D | $50 | ______ | $________ |

**Golf Tournament (Friday, July 17)**

- A  B  C  D | $95 | ______ | $________ |

**Wine and Cheese Reception (Friday, July 17)**

- A  B  C  D | Included | ______ | INCLUDED |

**Lunch with Attendees (Saturday, July 18)**

- A  B  C  D | Included | ______ | INCLUDED |

**Gold Medal Reception and Cocktail Party** (Saturday, July 18)

- 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 19)**

- A  B  C  D | $45 | ______ | $________ |

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**PAYMENT INFORMATION:**

- [ ] CHECK ENCLOSED (Payable to: FRS)
- [ ] CHARGE TO CREDIT CARD: [ ] AMEX [ ] VISA [ ] DISCOVER [ ] MASTERCARD [ ] OTHER

**CARD NUMBER:** ____________________________ **SIGNATURE:** __________________________________________________________________

**CARD SECURITY CODE:** ____________________________ **EXPRES**: __________

**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:** __________

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**OPPORTUNITIES TO PARTICIPATE**

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Sponsorship</td>
<td>$________</td>
</tr>
<tr>
<td>Silver Sponsorship</td>
<td>$________</td>
</tr>
<tr>
<td>Bronze Sponsorship</td>
<td>$________</td>
</tr>
<tr>
<td>Event Support</td>
<td>$________</td>
</tr>
<tr>
<td>Unrestricted Grant</td>
<td>$________</td>
</tr>
<tr>
<td>Newsletter Advertising</td>
<td>$________</td>
</tr>
<tr>
<td>Website Advertising</td>
<td>$________</td>
</tr>
</tbody>
</table>

**GRAND TOTAL:** $________

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*See the “Opportunities to Participate” on page 3 for Descriptions*
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 Key Biscayne, Miami and hereby waives any claim or demand it may have against The Ritz-Carlton Key Biscayne, Miami 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 Key Biscayne, Miami 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 2015 Exhibitor Prospectus, the policies governing exhibitors, those on this application, and those which may be set forth in the future in connection with the 2015 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 7, 2015. 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

Bask on the calm golden sands of Miami’s Key Biscayne, the only south Florida location to claim a spot on the coveted “America’s Best Beaches” list by Dr. Stephen Leatherman. Cross the picturesque causeway to an island destination seemingly a world away. The Ritz-Carlton Key Biscayne, Miami, a luxury beach hotel, awaits your arrival with the perfect blend of relaxation, culture and adventure.

Make your reservation as soon as possible as our room block may sell out prior to the cut-off date of June 15, 2015. 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 Miami International Airport, located just 25 minutes northwest from The Ritz-Carlton Key Biscayne, Miami. Daily non-stop flights are available.

SPACE IS LIMITED - RESERVE TODAY: Call Ritz-Carlton Key Biscayne, Miami for Reservations at: (888) 864-0402 or (800) 542-8680 and identify yourself as a registrant of “Florida Radiological Society” to receive the group discount or make your reservation online at: www.ritzcarlton.com/keybiscayne and use Group Code: RADRADA

2015 Annual Meeting of the FRS & FRBMA

The Ritz-Carlton
Key Biscayne, Miami
July 17 - 19, 2015
455 Grand Bay Dr.,
Key Biscayne, Florida 33149
(305) 365-4500

SPECIAL DISCOUNTED GROUP ROOM RATES:

| $209 | Per Night (Single/Double Occupancy) Non Smoking Property |
| Room rates are subject to applicable sales and resort taxes, currently 13%. The group rate is available three (3) days pre and three (3) days post peak meeting room dates provided availability of superior room category. |

| ROOM PREFERENCES |
| King bed • Two Queen beds |

Deposit: All reservations require a credit card at the time of booking.

Cancellations: All cancellations must be made at least twenty-four (24) hours prior to scheduled arrival or will result in a one night room & tax penalty.

Overnight Valet Parking: $33 Day Parking: $18 Check in time: 4:00 PM Check out time: 11:00 AM.

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.
We gratefully acknowledge support from the following organizations in 2014 and look forward to their support again for the 2015 annual meeting.

.decimal, LLC
Advocate Radiology Billing
Alpha II
APS Medical Billing
Aramark Healthcare Technologies
Bayer HealthCare, LLC
Blackford Analysis
Clario, Inc.
Clarity Health
Danna-Gracey
Data Media Associates, Inc.
ERG Law Firm
Florida Blue
Florida PIP Law Firm, PA
Healthpac Computer Systems, Inc.
Hitachi Medical Systems America, Inc.
Integrated Radiology Partners
Intelerad Medical Systems
Mag Mutual Insurance Company
Management Services Network

McKesson Business Performance Services
Merge Healthcare
One Med Net
Open Tempo
Physicians Advocate, LLC
ProAssurance
Radiologybill
RamSoft, Inc.
Samsung
SCW Agency Group, Inc.
Siemens Healthcare
Spreemo
Stark Medical Auditing and Consulting
US Radiology On-Call
XIFIN, Inc.
Zotec Partners