EXHIBITOR PROSPECTUS

2017 | ANNUAL MEETING OF THE

Florida Radiological Society & Florida Radiology Business Management Association

Better to Evolve Than to Become Extinct: Embracing the Challenge of Modern Radiology | July 21-23, 2017
The Ritz-Carlton, Sarasota, Florida
This will be the twenty-third year the FRS & FRBMA have jointly conducted their annual meeting. This combined format has proven to be a success for our organizations and to our many 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 a coffee break 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 outside of meeting hours. 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, Sarasota in Sarasota, Florida. The Exhibit area will be located in the Plaza I and II. You may also visit The Ritz-Carlton, Sarasota website at www.ritzcarlton.com/sarasota 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.

*Subject to Change

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. Booth space is assigned based on sponsorship level and timing of completed application. Once your exhibitor application is received by the FRS, an Exhibitor Packet will be provided.

Exhibit Schedule & Networking Opportunities

Friday, July 21, 2017
8:00am - 6:00pm ................. Exhibitor Setup
7:30am - 12:30pm ............... Golf Tournament
6:30pm - 8:30pm................. Wine and Cheese Reception in Exhibit Hall

Saturday, July 22, 2017
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 23, 2017
7:30am - 8:30am ................. 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:

<table>
<thead>
<tr>
<th>Opportunities To Participate</th>
<th>$7,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gold Exhibitor</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Includes:</strong></td>
<td></td>
</tr>
<tr>
<td>• Two premium location 8’ x 10’ exhibit booths during entire meeting &lt;br&gt;(Closest to the entrances and high traffic areas)</td>
<td></td>
</tr>
<tr>
<td>• Full page full color advertisement in one issue of FRS/FRBMA newsletter</td>
<td></td>
</tr>
<tr>
<td>• Tuition for up to four corporate representatives to attend the educational sessions</td>
<td></td>
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<tr>
<td>• Skyscraper advertisement in six issues of the E-Brief, published monthly</td>
<td></td>
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<tr>
<td>• Link to corporate website from FRS &amp; FRBMA website for a period of one year</td>
<td></td>
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<tr>
<td>• Listing in promotional brochures, conference syllabus, and on signage</td>
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</tbody>
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<table>
<thead>
<tr>
<th><strong>Silver Exhibitor</strong></th>
<th>$5,500</th>
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</thead>
<tbody>
<tr>
<td><strong>Includes:</strong></td>
<td></td>
</tr>
<tr>
<td>• One premium location 8’ x 10’ exhibit booth during entire meeting</td>
<td></td>
</tr>
<tr>
<td>• Half page advertisement in one issue of FRS/FRBMA newsletter</td>
<td></td>
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<tr>
<td>• Tuition for up to three corporate representatives to attend the educational sessions</td>
<td></td>
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<tr>
<td>• Skyscraper advertisement in three issues of the E-Brief, published monthly</td>
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<tr>
<td>• Link to corporate website from FRS &amp; FRBMA website for a period of one year</td>
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<tr>
<td>• Listing in promotional brochures, conference syllabus, and on signage</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Bronze Exhibitor</strong></th>
<th>$4,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Includes:</strong></td>
<td></td>
</tr>
<tr>
<td>• One premium location 8’ x 10’ exhibit booth during entire meeting</td>
<td></td>
</tr>
<tr>
<td>• Quarter page advertisement in one issue of FRS/FRBMA newsletter</td>
<td></td>
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<tr>
<td>• Tuition for up to two corporate representatives to attend the educational sessions</td>
<td></td>
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<tr>
<td>• Button advertisement in three issues of the E-Brief, published monthly</td>
<td></td>
</tr>
<tr>
<td>• Link to corporate website from FRS &amp; FRBMA website for a period of one year</td>
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</tr>
<tr>
<td>• Listing in promotional brochures, conference syllabus, and on signage</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Standard Exhibitor</strong> (Includes standard booth, ID sign and access to the hall for up to two representatives)</th>
<th>$1,500 –$1,600</th>
</tr>
</thead>
<tbody>
<tr>
<td>8’ x 10’ booth, premium location</td>
<td>$1,600</td>
</tr>
<tr>
<td>8’ x 10’ booth</td>
<td>$1,500</td>
</tr>
</tbody>
</table>
## Event Sponsorship

<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
<th>Event</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine and Cheese Reception</td>
<td>$3,000</td>
<td>Gold Medal Reception and</td>
<td>Up to Four (4) Sponsors</td>
</tr>
<tr>
<td>Continental Breakfast</td>
<td>$1,000</td>
<td>Cocktail Party Sponsorship</td>
<td></td>
</tr>
<tr>
<td>Lunch Reception</td>
<td>$2,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refreshment Break</td>
<td>$500</td>
<td>Hole Sponsorship</td>
<td>$250 each</td>
</tr>
</tbody>
</table>

## Unrestricted Educational Grants

Grants to the meeting will be accepted in the amounts of $250 or more. These grants will be utilized to defray the general expenses of the meeting. Unrestricted educational grants require a Written Agreement of Commercial Support to be completed and returned. This form will be forwarded upon receipt of the application.

## Advertising

**Newsletter**

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**

Pricing is per month.

<table>
<thead>
<tr>
<th></th>
<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>
<td>$325</td>
</tr>
<tr>
<td>Three Months</td>
<td>$200</td>
<td>$200</td>
<td>$300</td>
</tr>
<tr>
<td>Six Months</td>
<td>$175</td>
<td>$175</td>
<td>$275</td>
</tr>
<tr>
<td>One Year</td>
<td>$150</td>
<td>$150</td>
<td>$250</td>
</tr>
</tbody>
</table>
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
Email

Phone
Fax

List all representatives who will be at the meeting in conjunction with your exhibit and indicate who will be the on-site contact for any decisions made during the meeting.

CHECK ONE:  ❑ Gold Sponsor (4 Reps Incl.) - $7,500  ❑ Silver Sponsor (3 Reps Incl.) - $5,500  ❑ Bronze Sponsor (2 Reps Incl.) - $4,000  ❑ (Addl Reps $50 Each)

A. On-Site Contact
Email

B. Name
Email

C. Name
Email

D. Name
Email

E. Name
Email

F. Name
Email

STANDARD EXHIBIT BOOTH RENTAL

<table>
<thead>
<tr>
<th>Booth Type (Please Check One)</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>❑ 8’ x 10’, premium location ($1600)</td>
<td>$________</td>
</tr>
<tr>
<td>❑ 8’ x 10’ ($1500)</td>
<td>$________</td>
</tr>
</tbody>
</table>

EVENT ATTENDANCE

<table>
<thead>
<tr>
<th>Event</th>
<th>Circle Attendee(s) - A B C D E F</th>
<th>Cost per person</th>
<th>Number Attending</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf Tournament (Friday, July 21*)</td>
<td>A B C D E F</td>
<td>$90</td>
<td>_________</td>
<td>$________</td>
</tr>
<tr>
<td>Handicap A: _____ Handicap B: _____ Handicap C: _____ Handicap D: _____</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunch with Attendees (Tuesday, July 22nd)</td>
<td>A B C D E F</td>
<td>Included</td>
<td>_________</td>
<td>INCLUDED</td>
</tr>
<tr>
<td>Wine and Cheese Reception (Friday, July 21*)</td>
<td>A B C D E F</td>
<td>Included</td>
<td>_________</td>
<td>INCLUDED</td>
</tr>
</tbody>
</table>

OTHER OPPORTUNITIES TO PARTICIPATE

CHECK ONE:  ❑ Event Sponsor $________  ❑ Unrestricted Grant $________  ❑ Newsletter Advertising $________  ❑ Website Advertising $________  $________

See the “Opportunities to Participate” on pages 3 and 4 for Descriptions

GRAND TOTAL: $________

PAYMENT INFORMATION:

❑ Check Enclosed  ❑ Charge to Credit Card:
Name on 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

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

Billing Address  City  State  Zip

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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 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 2017 Exhibitor Prospectus, the policies governing exhibitors, those on this application, and those which may be set forth in the future in connection with the 2017 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**
Name, Title, Company address, city, state, zip, and email due by July 8, 2017. 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.
About The Resort
Guided by the symphony of the sun, guests of The Ritz-Carlton, Sarasota are entranced by its cadence – the promise of new discoveries every sunrise suggests and the enveloping contentment every sunset imparts. From the Florida resort’s perch in downtown Sarasota, neither discovery nor contentment are far from reach, whether it is the rich, artistic uniqueness that surrounds this Florida Gulf Coast retreat or the sandy, white beaches that indulge the desire to relax.

How To Get There
Fly directly to Sarasota/Bradenton International Airport, located approximately 10 minutes north of The Ritz-Carlton, Sarasota. Daily non-stop flights are available.

Space is Limited - Reserve Today: Call Ritz-Carlton, Sarasota for Reservations at: 888-838-3439 and identify yourself as a registrant of “FRS and FRBMA Annual Meeting” to receive the group discount or make your reservation online at: www.ritzcarlton.com/sarasota and enter GROUP CODE: FRSFRSA.

Group Room Rates Start At............... $219/nt. (single/double occupancy)
HOTEL TAX: 12%
ROOM PREFERENCE: King bed/Two queen beds (upon availability) - Smoke Free Property
HOTEL CUT-OFF DATE: June 19, 2017 (group rate available 3 days prior/post meeting – space available basis)
VALET PARKING RATES: $18 overnight or $8 a day

DEPOSIT POLICY: All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card at the time of booking.

CANCELLATION POLICY: All cancellations, arrival and departure date changes must be made 48 hours prior to scheduled arrival date/time to avoid a one night penalty charge in full.

Check in time is: 4:00 PM; Check out time is: 11:00 AM
HOTEL: 1111 Ritz-Carlton Drive
Sarasota, FL 34236
(941) 309-2000
We gratefully acknowledge support from the following organizations in 2016 and look forward to their support again for the 2017 annual meeting.

Advocate Radiology Billing
Alpha ll, LLC
APS Medical Billing
Bayer Healthcare
BlueWare, Inc.
Boehringer-Ingelheim Pharmaceuticals
Data Media Associates, Inc.
Digital Radiology
Ellis, Ged & Bodden, P.A.
Florida PIP Law Firm, P.A.
Florida Radiology Business Management Association
Fujifilm Medical Systems, USA
Healthpac Computer Systems, Inc.
Hologic
Infinx, Inc.
Integrated Radiology Partners
Mag Mutual Insurance Company
MBMS, LLC
MBX-Medical Billing Experts, LLC

McKesson Business Performance Services
MD Clarity
Merge, An IBM Company
MSN Healthcare Solutions
MyCare Finance
National Radiology Solutions (NRAD)
Nuance Communications, Inc.
Philips
Preferred Radiology Alliance, PLLC
Radiology Associates of Florida
Radiology Imaging Associates
Radsorce
Ramsoft, Inc.
SCA Collections, Inc.
Sheridan Healthcare
Siemens Healthcare
Spreemo
Vidius Solutions
Zotec Partners