



## EXHIBITOR PROSPECTUS

**2019** ANNUAL MEETING OF THE

**Florida  
Radiological  
Society**



**Florida Radiology  
Business Management  
Association**

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**The Upcoming Roaring Twenties -  
Success in the Intermediate Term**

**July 19-21, 2019**

The Ritz-Carlton Naples  
Naples, Florida

This will be the twenty-fifth 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 Naples, in Naples, Florida. You may also visit The Ritz-Carlton Naples website at [www.ritzcarlton.com/naples](http://www.ritzcarlton.com/naples) for more information.

Hotel reservations should be made directly with The Ritz-Carlton Naples. 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 Manual will be provided with decorator contact information and booth details.

## Exhibit Schedule & Networking Opportunities

### Friday, July 19, 2019

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

### Saturday, July 20, 2019

- 7:00am - 8:00am ..... Breakfast in Exhibit Hall
- 10:15am - 11:15am ..... Break in Exhibit Hall
- 12:45pm - 1:45pm ..... Lunch with Exhibitors
- 1:45pm - 3:30pm ..... Exhibit Tear Down
- 5:30pm - 7:15pm ..... Gold Medal Reception and Cocktail Party

### Sunday, July 21, 2019

- 7:30am - 8:30am ..... 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 (Closest to the entrances and high traffic areas)
- Full page full color advertisement in one issue of FRS/FRBMA newsletter
- Tuition for up to four corporate representatives to attend the educational sessions
- Skyscraper advertisement in six issues of the E-Brief, published monthly
- Link to corporate website from FRS & FRBMA website for a period of one year
- Listing in promotional brochures, conference syllabus, and on signage

## Silver Exhibitor

\$5,500

### Includes:

- 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
- Skyscraper advertisement in three issues of the E-Brief, published monthly
- Link to corporate website from FRS & FRBMA website for a period of one year
- Listing in promotional brochures, conference syllabus, and on signage

## Bronze Exhibitor

\$4,000

### Includes:

- 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
- Button advertisement in three issues of the E-Brief, published monthly
- Link to corporate website from FRS & FRBMA website for a period of one year
- Listing in promotional brochures, conference syllabus, and on signage

## Standard Exhibitor *(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)

## Event Sponsorship

Wine and Cheese Reception .....	\$3,000
Breakfast .....	\$1,500
Lunch Reception .....	\$2,500
Refreshment Break .....	\$1,000

**Gold Medal Reception and Cocktail Party Sponsorship** ..... \$750

## Golf Tournament

Title Sponsorship ..... \$2,500  
Hole Sponsorship..... \$250 each

## 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**..... **\$500 - \$1,500**

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

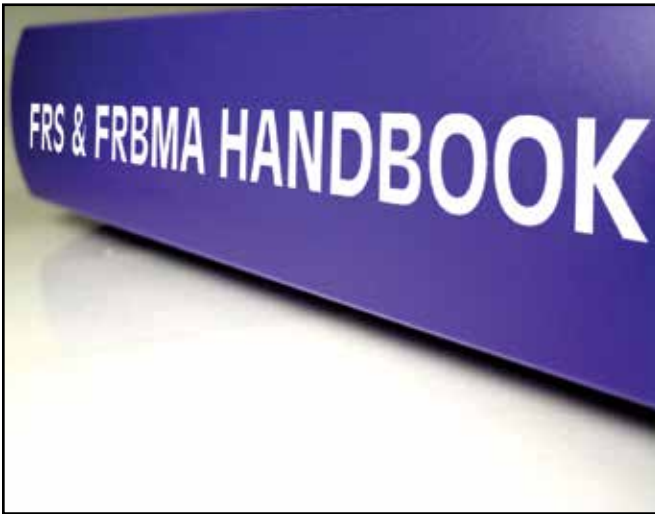
Full page, full color .....	\$1,500	Half page 2 color .....	\$750
Full page 2 color.....	\$1,250	Quarter page 2 color.....	\$500

**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	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 | (Add'l Reps \$50 Each)

A. On-Site Contact	Email
B. Name	Email
C. Name	Email
D. Name	Email
E. Name	Email
F. Name	Email

## EXHIBIT BOOTH RENTAL

Booth Type (Please Check One)	Total Cost
<input type="checkbox"/> 8' x 10', premium location (\$1600 - Upon Availability)	\$ _____
<input type="checkbox"/> 8' x 10', regular location (\$1500)	

## EVENT ATTENDANCE

Event	Circle Attendee(s) - A B C D E F	Cost per person	Number Attending	Total Cost
Additional Representatives	C D E F	\$50	_____	\$ _____
Golf Tournament (Friday, July 19 <sup>th</sup> ) Handicap A: _____ Handicap B: _____ Handicap C: _____ Handicap D: _____	A B C D E F	\$99	_____	\$ _____
Wine and Cheese Reception (Friday, July 19 <sup>th</sup> )	A B C D E F	Included	_____	INCLUDED
Lunch with Attendees (Saturday, July 20 <sup>th</sup> )	A B C D E F	Included	_____	INCLUDED
Gold Medal Reception and Cocktail Party* (Saturday, July 20 <sup>th</sup> ) <i>*Business dress. One person's attendance is included in the exhibit fee. Costs apply for additional attendees.</i>	A B C D E F	\$45*	_____	\$ _____
Legacy Lecture Breakfast (Sunday, July 21 <sup>st</sup> )	A B C D E F	\$45	_____	\$ _____

## 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*
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\*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 Naples and hereby waives any claim or demand it may have against The Ritz-Carlton Naples 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 Naples 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 2019 Exhibitor Prospectus, the policies governing exhibitors, those on this application, and those which may be set forth in the future in connection with the 2019 Annual Meeting. We/I further acknowledge that the FRS/FRBMA reserves the right to reject, at its discretion, any application to exhibit.

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Company Name

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Authorized Signature

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Please Print Name

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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](mailto: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](mailto:Lroger@flrad.org)

## FRBMA

Florida Radiology Management Association  
Al Falco, MBA, FRBMA  
1673 Mason Ave. #305  
Daytona Beach, FL 32117  
Email: [afalco@radassociates.us](mailto:afalco@radassociates.us)  
ph. (386) 274-7118

## Badges

Name, Title, Company address, city, state, zip, and email due by July 5, 2019. Send to [Lroger@flrad.org](mailto: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 via email 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-up by 6:00pm Friday and removed by 3:30pm Saturday.



# Accommodations



## About The Resort

Surrounded by preserved natural beauty and protected parkland, The Ritz-Carlton, Naples is one of the premier luxury Gulf Coast beach resorts on Florida's Paradise Coast, offering an assortment of fun and adventure for the kids, and luxurious amenities, championship golf, world-class dining, and spa treatments for adults, making it an exceptional choice for Florida family vacations.

## How To Get There

Fly directly to Southwest Florida International Airport, located approximately 25 minutes from the Ritz-Carlton Naples. Daily non-stop flights are available.

**Space is Limited - Reserve Today:** Call Ritz-Carlton Naples for Reservations at: (239) 598-3300 or (888) 856-4380 and identify yourself as a registrant of "FRS and FRBMA Annual Meeting" to receive the group discount or make your reservation online at: <https://book.passkey.com/go/FRSandFRBMA>

## Group Room Rates Start At..... \$259/nt.

(single/double occupancy)

\$25 per day for each additional person over age 18 and/or over two people in a guestroom.

**HOTEL TAX:** 11%

## ROOM PREFERENCE:

King bed/Two queen beds (upon availability)  
Smoke Free Property

## HOTEL CUT-OFF DATE: June 10, 2019

(group rate available 3 days prior/post meeting – space available basis)

**DAILY PARKING RATES:** Overnight Valet Parking - \$18  
Day Parking - \$8

**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:** In order to avoid a penalty fee of the first and last night's room and tax, reservations must be cancelled seven (7) days prior to the individual arrival date. Check in time is: 4:00 PM; Check out time is: 11:00 AM.

**HOTEL:** 280 Vanderbilt Beach Road  
Naples, Florida 34108  
(239) 598-3300

*Thank You!*

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**FRS&FRBMA**

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We gratefully acknowledge support from the following organizations in 2018 and look forward to their support again for the 2019 annual meeting.

Advocate Radiology Billing	MBMS, LLC
Alpha II, LLC	MedInformatix, Inc.
APS Medical Billing	MSN Healthcare Solutions
Baldwin Krystyn Sherman Partners	OAC Collection Specialists
Bayer HealthCare	PatientPay
Canopy Partners	Philips Healthcare
Change Healthcare	Preferred Radiology Alliance, PLLC
CMS Imaging, Inc.	ProAssurance
Data Media Associates, Inc.	Radiology Partners
Dova Pharmaceuticals	Ramsoft
EIZO, Inc.	ScImage, Inc.
Envision Physician Services	ScriptSender
Fujifilm Medical Systems	Siemens-Healthineers
Integrated Medical Partners	Strategic Radiology
Mag Mutual Insurance Company	Zotec Partners