



72nd Annual Midwinter
Radiology & Radiation Oncology
Conference and Conjoint
Nuclear Medicine Seminar



CRS Annual Business
Meeting and
Leadership Summit

February 7-9, 2020
Sheraton Universal Hotel | Universal City, CA

LOS ANGELES RADIOLOGICAL SOCIETY



Celebrating excellence in education

EXHIBITOR PROSPECTUS



45th Annual Spring Conference
Current Concepts in Diagnostic
Ultrasound and Breast Imaging

June 5-7, 2020
Sheraton Universal Hotel | Universal City, CA

LARS 100 YEAR CELEBRATION EXHIBIT INFORMATION

EXHIBIT LOCATION & SCHEDULE

Sheraton Universal Hotel | Universal City, CA

PURPOSE

The Los Angeles Radiological Society will bring together the most concentrated group of radiologists, radiation oncologists, technologists, residents and fellows and other healthcare professionals for a dynamic two-days of high-impact learning and networking. This is California's premier meeting of radiologists and radiation oncologists!

Both the Midwinter and Spring meetings have been planned to provide practice-oriented, scientifically based educational sessions to help LARS members and conference participants maintain and advance skills and knowledge as well as to promote improvements or quality in healthcare, physician life-long learning and continual self-assessment.

WHY EXHIBIT

- Interact with over 350+ radiologists, radiation oncologists, technologists, residents and fellows and other healthcare professionals
- Position your brand in the radiology and radiation oncology space
- Present your products and services directly to decision-makers and healthcare professionals
- Because your competitor will be there

WHAT'S INCLUDED

- 8' x 10' Booth (8' high back wall, 3' high sidewall dividers and one-line identification sign)
- Company Name and product description in program
- Two (2) complimentary convention badges
- Breakfast and lunch on Saturday and Sunday and Saturday 100 Year Celebration Reception
- Pre-conference attendee list - 10 days prior to conference
- Post-conference attendee list for follow-up

ELECTRICAL NEEDS:

Power needs may be ordered through the facility. Exhibitor is responsible for paying charges.

SERVICE CONTRACTOR

GES Exposition Services has been appointed the official drayage and decorating contractor. A link to an online Exhibitor Service Kit containing information and rates for all labor, shipping, services, electrical connections, furniture, and miscellaneous equipment will be sent to your authorized representative by GES when exhibit space is assigned. An Exhibitor's Service Center will be maintained on the exhibit floor to facilitate service requests from exhibitors. For additional information about available services, contact GES at (800)475-2098.

EXHIBIT HOURS

Friday, February 7 & Friday, June 5, 2020

12:30pm – 4:30pm Display Set-Up

Saturday, February 8 & Saturday, June 6, 2020

7:30am – 8:30am Breakfast

9:30am – 10:30am Morning Break

11:30am – 1:00pm Lunch

2:30pm – 3:00pm Afternoon Break

5:00pm - 6:00pm 100 Year Celebration Reception

Sunday, February 9 & Sunday, June 7, 2020

7:30am – 8:30am Breakfast

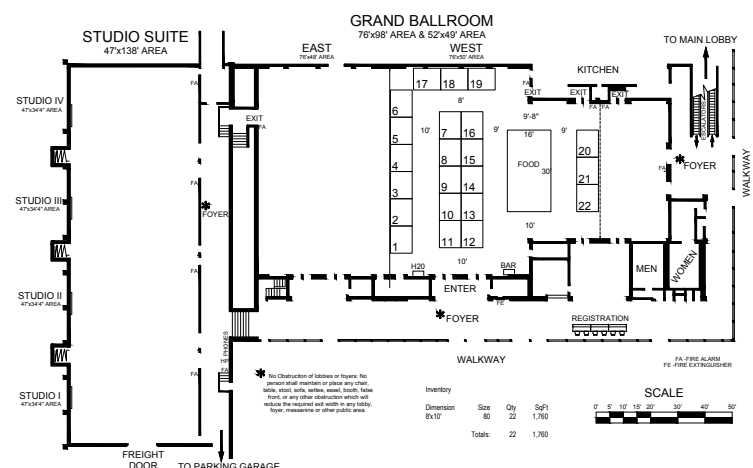
9:30am – 10:15am Morning Break

11:45am – 1:00pm Lunch

2:30pm – 3:00pm Afternoon Break

3:00pm – 4:30pm Display Breakdown

SHERATON UNIVERSAL BALLROOM



HOTEL ACCOMMODATIONS

Sheraton Universal Hotel | Universal City, CA

Room Rate:

February \$225 cut off Thursday January 16, 2020

June \$209 cut off Thursday May 14, 2020

Reservation Cut-Off Date: Thursday, May 9, 2019

[Book your group rate for LARS Spring Diagnostic Ultrasound Conference 2019](#) or call (800) 468-3571 or (562) 437-5900. Be sure to tell them you are with the Los Angeles Radiological Society to get the group rate.

NEED MORE INFORMATION?

Contact Nicole Agnone, Expositions & Sponsorships, nagnone@amgroup.us or 626-836-5800.

LARS 100 YEAR CELEBRATION EXHIBIT APPLICATION



Exhibit Application

72nd Annual Midwinter Radiology & Radiation Oncology Conference and Conjoint Nuclear Medicine Seminar and
CRS Annual Business Meeting and Leadership Summit | February 7-9, 2020

45th Annual Spring Conference Current Concepts in Diagnostic Ultrasound and Breast Imaging | June 5-7, 2020

COMPANY INFORMATION

Company _____

Contact Name _____

Phone _____ Email _____

Address _____

City _____ State _____ Zip _____

SELECT TO EXHIBIT

Table Top Exhibit Space ☐ MWM Meeting \$2000 ☐ SDUC Meeting \$2000 ☐ Both with \$200 Discount \$3800

#1 Name: _____ #2 Name: _____

#1 Email: _____ #2 Email: _____

Additional Badges are \$250 each

#3 Name: _____ #4 Name: _____

#3 Email: _____ #4 Email: _____

SELECT BOOTH LOCATION

Using the floorplan, please indicate your space preference. Assignment will be based on a first-come, first-serve basis. LARS shall use its best efforts to assign one of the preferred locations selected by you.

#1: _____ #2: _____ #3: _____ #4: _____

We DO NOT wish to be near the following companies: _____

TERMS AND CONDITIONS

By signing this Exhibit Application, you agree to the terms and conditions set forth in the 2020 Exhibitor Rules and Regulations as made part of this Application and are fully incorporated herein.

Print Material Due January 6, 2020 & May 1, 2020 to: Nicole Agnone nagnone@amgroup.us

☐ Company contact name and email

☐ 25-word company description

METHOD OF PAYMENT (LARS Tax ID # 95-3661585)

☐ Check (payable to Los Angeles Radiological Society, One Capitol Mall, Suite 800, Sacramento CA 95814)

☐ VISA ☐ MasterCard ☐ AMEX

Total \$ _____

Card Number _____ CVV: _____ Exp: _____

Print Cardholder's Name _____

Authorized Signature _____ Date _____

LARS EXHIBIT RULES AND REGULATIONS

All matters and questions not covered in these Rules and Regulations are subject to the decision of the Los Angeles Radiological Society (herein referred to as LARS), or its Executive Director. These Rules, along with the information provided in the exhibit prospectus are an integral and binding part of your contract for exhibit space or commercial support with LARS.

ELIGIBILITY

Qualified exhibitors or commercial supporters are those firms, organizations, and agencies whose products, services, technologies, and therapies are in harmony with and supportive of the objectives of the Conference. LARS retains sole authority to determine the eligibility of any company to exhibit or provide commercial support. LARS may refuse exhibit space to a potential exhibitor for any reason.

MEETING PURPOSE & CONTENT

The Conference has been planned to provide practice-oriented, scientifically based educational sessions to help LARS members and conference participants maintain and advance skills and knowledge as well as to promote improvements or quality in healthcare, physician life-long learning and continual self-assessment.

Educational sessions are intended to be free of commercial bias and have been planned without influence from commercial interests and prior to the solicitation for technical exhibits or commercial support. The concurrent exhibit hall is offered to provide a forum for professional exchange of non-CME information regarding new and updated equipment, devices, services and therapies directly related to radiology and radiation oncology clinical and/or business practice.

By signing an application and participating in the conference as an exhibitor or commercial supporter, company acknowledges:

- 1) LARS controls, independent of commercial influence, the planning and implementation of the conference including: needs identification, determination of objectives, and selection of presentation methods, content, faculty, planners, moderators, and activity evaluation.
- 2) The educational sessions are non-promotional and focused on educational content. To maintain independence from commercial influence or bias, exhibit or commercial support companies shall not engage in scripting, targeting points for emphasis, or any other actions designed to influence the content of the educational sessions.
- 3) It will not distribute product-promotion material or product-specific advertisement of any type except in the designated exhibit hall and company representatives will not engage in sales activities while in any room where CME activity takes place.
- 4) LARS has control over all decisions relating to the disposition and disbursement of exhibit fees and support funds. Fees/funds may be used to offset conference expenses including: (a) support of meals and refreshments of modest value to conference attendees as long as they do not take precedence over the educational sessions, (b) reasonable honoraria, travel, lodging, and meal expenses for event faculty or presenters. Fees/funds shall not be used: (a) to pay for travel, lodging, meal expenses for spouses, attendee guests or non-faculty attendees, (b) for compensation to the conference chairman, planners, joint sponsors or any others involved with supporting the event

other than as an incidental benefit made available on the same terms to all attendees.

All exhibit fees and support funds associated with the conference must be given with the full knowledge and approval of LARS and payment must be made directly to LARS. Exhibit fees and support funds are not conditioned on LARS' acceptance of advice or services concerning, faculty, participants or other educational matter, including educational content of the activity.

By assigning exhibit space or accepting commercial support, LARS acknowledges:

- 1) All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their products in the most effective manner to the audience.
- 2) All commercial supporters are equal regardless of size and should be given equal opportunity, within reason, to participate and be recognized for support.
- 3) Disclosure shall be made to participants, prior to the beginning of the conference, regarding company's exhibit participation and/or support without reference to specific products,
- 4) Disclosure shall be made of any known commercial relationships between LARS, conference faculty, moderators, and planners and that such disclosure shall never include use of a trade name, product-group message or corporate logo.

SECURITY & LIABILITY

LARS or its officers, directors, agents and employees cannot guarantee against loss, theft or damage and will assume no liability for damages or theft or guarantee the exhibitor against loss of any kind. The exhibitor agrees with the Society to assume the entire responsibility and liability for losses, damages and claims, including but not limited to lost earnings and punitive damages deriving out of this contract or injury, theft or damage to exhibitors displays, equipment and other property brought upon premises of the hotel and shall indemnify and hold harmless LARS, the hotel and their respective agents, servants, and employees from any and all such losses, damages, and claims, including attorney's fees and costs.

LARS, its officers, directors, agents, and employees also shall not be liable for, and are hereby released from, any claims, liabilities, losses, damages or expenses relating to or arising out of this contract or any injury to any personnel or exhibitor or to any other person or any loss of or damage to any property of exhibitor or to any other property where such injury, loss, or damage is incident to, arises out of, or is in any way connected with this contract or exhibitor's participation in the exhibition, and the exhibitor shall be fully responsible for any such injury, loss, or damage, including attorney's fees and costs and the exhibitor shall protect, indemnify, hold harmless, and defend LARS, its officers, directors, agents, and employees provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of LARS, its officers, directors, agents, or employees.

In the event the exhibit hall is destroyed or damaged so as to prevent an exhibit from occupying assigned space during any part of the exhibition period; or in the event occupation of assigned space during any part of the exhibition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of LARS, then the exhibitor will be

LARS EXHIBIT RULES AND REGULATIONS



charged for space during the period it was or could have been occupied by the exhibitor. The exhibitor hereby waives any claim against LARS, its directors, officers, agents, or employees for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against LARS being for a refund of rent paid for the period it was prevented from using the space.

INSURANCE

Exhibitors must maintain general public liability insurance against claims for personal injury, death or property damage in any way connected with the exhibitor's participation in the exhibition, in an amount of not less than two million dollars (\$2,000,000) for any one occurrence and must name LARS as an additional insured under such insurance. Such insurance must contain a waiver of any right of subrogation as to any claims against LARS, its officers, directors, agents or employees.

All agents or representatives performing services at the Renaissance Long Beach directly for an exhibitor other than the exhibitor's employees must provide LARS with Original Certificates of Insurance no later than January 16, 2020 for Midwinter Meeting and May 14, 2020 for Annual Spring Conference. Photocopies of Certificates of Insurance are not acceptable.

Badge checkers provided by the Society will be on duty at all times when the Exhibit Hall is open to prevent those

not registered for the conference from entering the exhibit hall. Security guards will not be provided by LARS. It is the sole responsibility of each exhibitor to secure their exhibit, its contents, and all personal belongings. Equipment cannot be left in the exhibit area unattended.

ARBITRATION

Any controversy or claim arising out of or relating to this contract shall be settled by arbitration, in Los Angeles, California, in accordance with the rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction thereof.

ELECTRICAL

Power needs may be ordered through the facility. Exhibitor is responsible for paying charges.

STANDARDS FOR EXHIBITING

LARS is committed to presenting CME activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, LARS has outlined here its standards for commercial participation in the Conference.

1) It is expressly understood that in leasing and using space in the exhibit hall, the exhibitor agrees to abide by LARS' Exhibit

LARS EXHIBIT RULES AND REGULATIONS

Rules and Regulations, as well as the ACCME Standards for Commercial Support of Continuing Medical Education. Refer to the ACCME Website - www.accme.org for a copy of the ACCME Standards for Commercial Support.

2) Drugs, chemicals or similar preparations used in the diagnosis and/or treatment of disease, or medical publications that contain advertisement of such drugs, which do not conform to the rules of the Council on Clinical Pharmacology and Therapeutics of the American Medical Association, cannot be exhibited.

3) Distribution of literature, samples, etc., by firms which are NOT participating in the Commercial Exhibit is prohibited. Evidence of violation of this rule should be reported immediately to a Continuing Education Committee member or the Executive Director of LARS.

4) No entertainment or social functions may be scheduled that conflict with conference program or exhibit hours—7:30am to 5:00pm Saturday and Sunday—or that conflict with scheduled LARS social events—5:00pm—8:30pm February 8, 2020 or June 6, 2020.

5) Exhibit companies may not include as part of their display the use of LARS members, invited speakers, or other individuals giving lectures or short presentations in person in the exhibit hall during the scheduled educational activity. Brief videotape messages are permissible providing that they are not presented in a theatre style setting.

6) Unethical conduct or infraction of rules on the part of the exhibitor or his representative, or both, will subject the exhibitor or his representative to dismissal from the Exhibit Hall, in which

event, it is agreed that no refund will be made by LARS.

7) Exhibitor's displays must not obstruct the view of neighboring exhibitors. Structures over three (3) feet in height may not exceed three (3) feet from back wall.

8) Sound devices above conversation level will not be permitted in any booth.

9) Company representatives staffing the exhibit are limited to (2) two, and must remain inside the exhibit space area. At no time can solicitation be made in the aisles or from any area outside that of the booth space. Additionally, representatives of companies may not engage in sales activities while in any room where an educational activity takes place.

10) In the interest of providing meeting attendees with information about the variety of products and services available to radiology and associated healthcare professionals, LARS permits companies to set up exhibits at LARS meetings. The attendance of exhibitors at LARS meetings does not constitute the Society's endorsement of any product or service offered. LARS makes no representations, express or implied, regarding the nature or quality of the products or services offered by meeting exhibitors. Attendees are urged to consult with their own legal advisors before signing any contract with an exhibiting company.

Any points not covered in these Rules and Regulations or elsewhere in the Technical Exhibit & Commercial Support Prospectus are subject to settlement by LARS or its Executive Director. LARS reserves the right to change or modify any rule or regulation, or any specification therein, when deemed advisable and to the best interest of the Society.



LARS 100 YEAR CELEBRATION MARKETING OPPORTUNITIES

72ND ANNUAL MIDWINTER RADIOLOGY & RADIATION ONCOLOGY CONFERENCE AND CONJOINT NUCLEAR MEDICINE SEMINAR
AND CRS ANNUAL BUSINESS MEETING AND LEADERSHIP SUMMIT | FEBRUARY 7-9, 2020

45TH ANNUAL SPRING CONFERENCE CURRENT CONCEPTS IN DIAGNOSTIC ULTRASOUND AND BREAST IMAGING | JUNE 5-7, 2020

INCREASE YOUR EXPOSURE WITH THESE VALUE-ADDED OPPORTUNITIES

PARTNERSHIP OPPORTUNITIES (PURCHASE A PARTNERSHIP FOR BOTH MEETINGS AND RECEIVE A \$200 DISCOUNT)

❑ **Platinum Level, LARS 100 Year Celebration Reception Partner - \$7,500 (Exclusive Opportunity)**

Support includes recognition on signage during the reception and receive a full page ad in the program.

❑ **Gold Level, Breakfast Partner - \$3,500 (Two Opportunities)**

Support includes recognition on signage during the breakfast and receive a half page ad in the program.

❑ **Silver Level, Coffee Break Partner - \$2,500 (Four Opportunities)**

Support includes recognition on signage during the break(s) and receive a quarter page ad in the conference program.

ADVERTISING OPPORTUNITIES (PURCHASE ADVERTISING FOR BOTH MEETINGS AND RECEIVE A \$50 DISCOUNT)

❑ **Full Page Color Ad - \$750**

Full Color, full page advertisement printed in the Program. Ads should be 10" x 7.5", no bleeds in EPS, TIF or JPEG format.

❑ **Half-Page Color Ad - \$375**

Full Color, half-page advertisement printed in the Program. Ads should be 5.5" x 7.5", no bleeds in EPS, TIF or JPEG format.



ADDITIONAL MARKETING OPPORTUNITIES

❑ **Company Website Link - \$200**

This opportunity includes your company name with link on the LARS Spring Conference Website.

❑ **Conference Pen - \$500 (Exclusive Opportunity)**

Pen with your company name on it. This opportunity includes company recognition in the Conference Program, LARS Spring Conference Website and signage at the conference.

❑ **Note Pad - \$1,000 (Exclusive Opportunity)**

Note pad with your company name on it. This opportunity includes company recognition in the Conference Program, LARS Spring Conference Website and signage at the conference.

❑ **Water Bottle - \$1,500 (Exclusive Opportunity)**

Water bottle with your company name. This opportunity includes company recognition in the Conference Program, Logo link on LARS Spring Conference Website and signage at the conference.

❑ **100 Year Celebration Conference Bag - \$2,500 (Exclusive Opportunity)**

Tote bag with your company logo on it. This opportunity includes company recognition in the Conference Program, Logo link on LARS Midwinter Conference Website and signage at the conference.

LARS 100 YEAR CELEBRATION MARKETING OPPORTUNITIES

MARKETING APPLICATION & CONTRACT

To participate in partner, advertising and/or additional marketing opportunities, please complete the application below.

Company: _____

Contact Name: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ ZIP: _____

METHOD OF PAYMENT

LARS TAX ID # 95-3661585

☐ CHECK #: _____ Discount applied for purchasing both MWM & SDUC for partnership or marketing options. \$: _____

☐ AMEX ☐ VISA ☐ MasterCard ☐ Total Marketing \$: _____

Card #: _____ CVV: _____ Exp: _____

Billing Address: _____

Print Cardholder's Name: _____

Signature: _____

MARKETING OPPORTUNITIES AGREEMENT

By signing this Application, your company agrees to:

- Provide selected marketing item. Distribute at: ☐ MWM ☐ SDUC.
- Provide Ad artwork
- Complete Letter of Agreement for commercial support (if applicable)
- Deadline: January 6, 2020 & May 1, 2020

Name (Please Print) _____ Date _____

Signature _____ Date _____

COMPLETE AND RETURN FORM AND PAYMENT TO:

Los Angeles Radiological Society | One Capitol Mall, Suite 800 | Sacramento, CA 95814

Questions? Contact Nicole Agnone, (626) 836-5800 or nagnone@amgroup.us