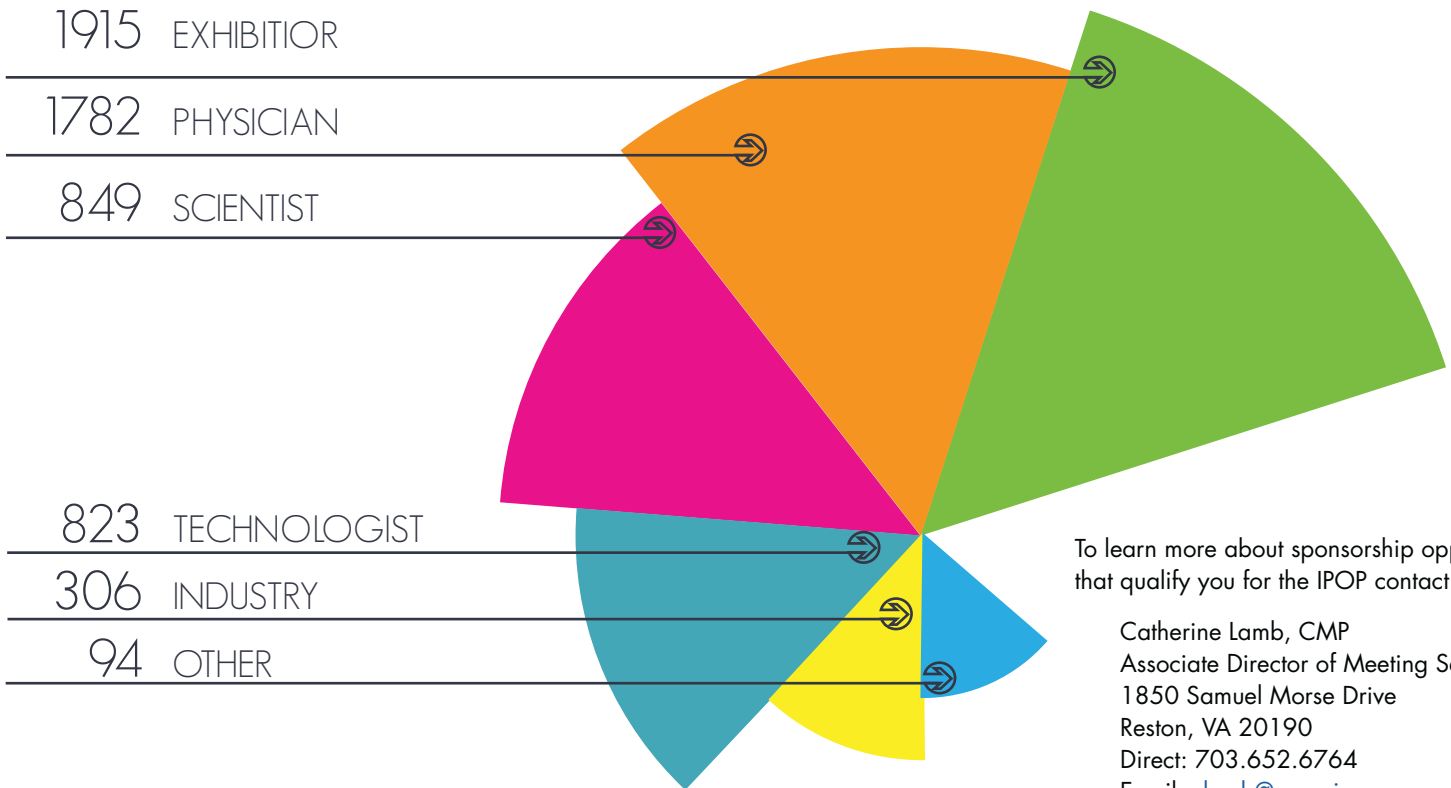


# Industry Promotional Opportunity Program

The **IPOP** is designed to maximize a commercial company's exposure while providing you with maximum benefits for your Annual Meeting support. Annually, companies like yours form alliances with SNMMI through yearly support of SNMMI and SNMMI-TS programs including, but not limited to, our Annual and Mid-Winter Meeting exhibit space purchases, Education, Commercial Advertising, and your Annual Meeting sponsorship support dollars. SNMMI would like to show our appreciation through IPOP. We will combine your yearly support with your booth rental and promotional opportunities and then assign an appropriate support category: Bronze, Silver, Gold, Platinum and Diamond. We also include your Priority Points as a benefit to assist you with booth placement for the following year. Like you, we strive to be at the "top of our game" as a leader in nuclear medicine and molecular imaging. We want to continue to deliver the highest quality meetings, offer the most advanced educational courses and fund the most promising research fellowships. Your company's existing partnership with SNMMI is appreciated and needed if we are going to continue to offer outstanding educational programs and professional scientific meetings. SNMMI's IPOP is designed to provide maximum recognition to all companies who help achieve its mission. Simply join IPOP by exhibiting at our Annual Meeting and choosing promotional opportunities listed on the following pages.

## 2016 ANNUAL MEETING: 5,769 (TOTAL)



### A FEW RULES

- In order to participate in the IPOP companies must be commercial in nature.
- Current supporters have the "right of first refusal" and must decide within 24 hours of being contacted if they will continue to support an exclusive item or activity.
- A letter of agreement must be signed for all support opportunities. The commercial supporter must agree to abide by the conditions put forth by the Accreditation Council for Continuing Medical Education.
- To receive benefits at SNMMI's Mid-Winter Meeting, your company must be a registered Mid-Winter exhibitor. Companies that provide support to SNMMI, but are not a SNMMI Mid-Winter exhibitor will receive all benefits with the exception of those related to the Mid-Winter Meeting.
- To receive benefits at the SNMMI Annual Meeting your company must be a registered SNMMI Annual Meeting exhibitor.
- Exhibit booth space fees will be included when determining a company's support category as long as an IPOP Support opportunity is selected. Companies that only exhibit and do not support one of the other opportunities outlined in this program will not be included in the IPOP.
- Exhibitors who support the Clinical Trials Network and Professional Development and Education Fund, along with contributions to Education and other areas of SNMMI and SNMMI-TS including commercial advertising dollars, will have their contributions and advertising purchases added into their benefit level.

To learn more about sponsorship opportunities that qualify you for the IPOP contact:

Catherine Lamb, CMP  
 Associate Director of Meeting Services  
 1850 Samuel Morse Drive  
 Reston, VA 20190  
 Direct: 703.652.6764  
 Email: [clamb@snmmi.org](mailto:clamb@snmmi.org)

## IPOP participants will receive the following benefits based on level of support.

### **DIAMOND LEVEL: \$200,000 + (Diamond level support receives all other benefits listed below, plus)**

- 5 (total)\* complimentary registrations for company staff to SNMMI's Annual Meeting (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- 2 (total)\* complimentary registrations for company staff to SNMMI's Mid-Winter Meeting (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- 5 invitations for SNMMI/SNMMI-TS Presidents' Reception
- Complimentary 1-page flyer bag insert at the SNMMI Annual Meeting
- Floor sticker on exhibit hall floor
- 5 priority points

### **PLATINUM LEVEL: \$100,000 - \$199,999 (Platinum level support receives all other benefits listed below, plus)**

- 3 (total)\* complimentary registrations for company staff to SNMMI's Annual Meeting (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- 1 (total)\* complimentary registrations for company staff to SNMMI's Mid-Winter Meeting (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- 4 invitations for SNMMI/SNMMI-TS Presidents' Reception
- Complimentary 1-page flyer bag insert at the SNMMI Mid-Winter Meeting
- 4 priority points

### **GOLD LEVEL: \$50,000 - \$99,999 (Gold level support receives all other benefits listed below, plus)**

- 2 (total)\* complimentary registrations for company staff to SNMMI's Annual Meeting (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- 3 invitations for SNMMI/SNMMI-TS Presidents' Reception
- Complimentary pre-registration mailing list (no emails) and complimentary post-show mailing list (no emails) for SNMMI's Annual Meeting (for one-time use through a third-party mail house)
- 3 priority points

### **SILVER LEVEL: \$20,000 - \$49,999 (Silver level support receives all other benefits listed below, plus)**

- 1 complimentary registration for company staff to SNMMI's Annual Meeting (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- Complimentary post-show mailing list (no emails) for SNMMI's Mid-Winter Meeting (one-time use)
- 2 invitations for SNMMI/SNMMI-TS Presidents' Reception
- 2 priority points

### **BRONZE LEVEL: \$5,000 - \$19,999**

- Logo on special support level signage throughout the meeting and outside the exhibit hall entrances at SNMMI's Annual Meeting
- Acknowledgement of support in Annual Meeting Program Book
- Acknowledgement flyer with all sponsors at the SNMMI Annual Meeting
- 1 invitation for SNMMI/SNMMI-TS Presidents' Reception
- Acknowledgement on Plenary Session and Highlight Lecture slides (Sunday/Monday/Wednesday)
- First Right of Refusal on all exclusive support opportunities
- Support level badge ribbon for all booth staff at SNMMI's Mid-Winter Meeting and Annual Meeting
- 1 priority point

**\*Quantities are not cumulative**





Complement your exhibit with one of many Annual Meeting support opportunities, and increase your visibility! Make sure Annual Meeting attendees remember your company's products and services long after the meeting is over.

## ANCILLARY EVENTS

### Cost per Event:

**\$100 for Internal Sales/Training/Board Meetings (no conference attendees)**

**\$1,000 for meeting including conference attendees (under 50 people)**

**\$2,000 for meeting including conference attendees (50 people and above)**

**Any company submitting an application to hold an Ancillary Event must be an exhibitor at the SNMMI 2016 Annual Meeting.**

Ancillary Events are broken into two categories:

➔ 1. Internal Company Meetings, which include no conference attendees, such as Sales/Training/Board Meetings

➔ 2. Meetings including conference attendees, which include but are not limited to, user meetings, customer/social events, focus groups, satellite symposia (no CE Credit can be offered), media events, and hospitality functions. No firm, organization, exhibitor or group of exhibitors may sponsor a scientific meeting or present technical information as part of a planned program for those attending the Annual Meeting. CME credit cannot be offered to attendees. Anyone involved in an Ancillary Event shall agree to observe the schedule and the SNMMI Rules and Regulations ([www.snmmi.org/meetingrules](http://www.snmmi.org/meetingrules)). All exhibitors are responsible for ensuring that their company representatives and/or agents adhere to all SNMMI Rules and Regulations. Requests for use of function space at the Convention Center or any Hotel in the SNMMI room block for any Ancillary Event must be arranged directly through the SNMMI Associate Director of Meeting Services, Catherine Lamb ([clamb@snmmi.org](mailto:clamb@snmmi.org)). Function space request forms can be found online at the exhibitor website.

**Ancillary Meetings that include conference attendees may only be held during the following times over the official meeting dates (the fees above also apply to meetings being held 3 days pre and post the official meeting dates):**

Saturday, June 10, 2017 — 8:00pm-end

Sunday, June 11, 2017 — 6:00am-8:00am & 6:30pm-end

Monday, June 12, 2017 — 6:00am-8:00am & 6:00pm-end

Tuesday, June 13, 2017 — 6:00am-8:00am & 6:00pm-9:00pm

Wednesday, June 14, 2017 — 6:00am-8:00am

## ATTENDEE BREAK IN THE EXHIBIT HALL

**One day (during set time)- Call for pricing**

**All day, One Day - Call for pricing**

**All Three Exhibit Days - Call for pricing**

This will surely bring all attendees to your booth. Sponsor a lunch or a drink break – the opportunities are endless! The number one suggestion by attendees was the need for more food opportunities in the Hall. You answer the call! Have attendees flock to your booth between their sessions! This support includes signage on food tables, entrance into the hall, as well as a listing in the Program Book.

## BOTTLED WATER

**Sponsorship \$8,000**

Bottled water is a great addition to the items given to all professional attendees at registration. The refillable bottles of water are printed with your company name and booth number on the label for maximum visibility.

## CHARGING STATION “POWER TOWER”

### Call for Pricing

Give attendees access to power their mobile devices, iPads, iPods, laptops, and other handheld devices at this branded tower. Sponsorship includes graphic design with exhibitor name, logo, and slogan or advertisement. This Charging Station will be prominently positioned in a high traffic area in the convention center (to be determined by show management and the sponsor).

## DIGITAL BILLBOARDS

### Call for Pricing

Let everyone know you are in Denver! Denver offers several unique advertising opportunities on digital billboards outside the convention center. They have two main locations (14<sup>th</sup> Street & California Street and 14<sup>th</sup> Street & Champa Street). They offer different length rotations and many ad options in terms of a static display, full or partial motion, videos, etc. Please contact Catherine Lamb at [clamb@snmmi.org](mailto:clamb@snmmi.org) for more details on availability and pricing.

## DIGITAL PLASMA WALL

**Sponsorship \$6,000 per spot (3 to 5 minute video per spot)**

Looking for a unique way to display your company's branding and message? SNMMI is pleased to offer a 9'x12' digital plasma wall that will stop attendees in their tracks. Placed in a highly visible area, this new opportunity will feature your advertisement in a unique way for attendees to absorb and collect information. Your message will be scrolling from Saturday through Tuesday and is the perfect way to feature a company video message. *Minimum of five companies needed for this sponsorship.*

## EDUCATIONAL GRANTS

**Support Donation \$500-\$100,000+**

Educational grants are used to support the scientific and educational sessions taking place at the Annual Meeting, as well as those programs that are educational extensions of Annual Meeting topics. These grants allow SNMMI the continued ability to bring up-to-the-minute advancements in nuclear medicine and molecular imaging tools and technologies to Annual Meeting attendees. For more information, please contact Larry Dilworth, Development Director, at 703.326.1194.

## ESCALATOR RUNNER

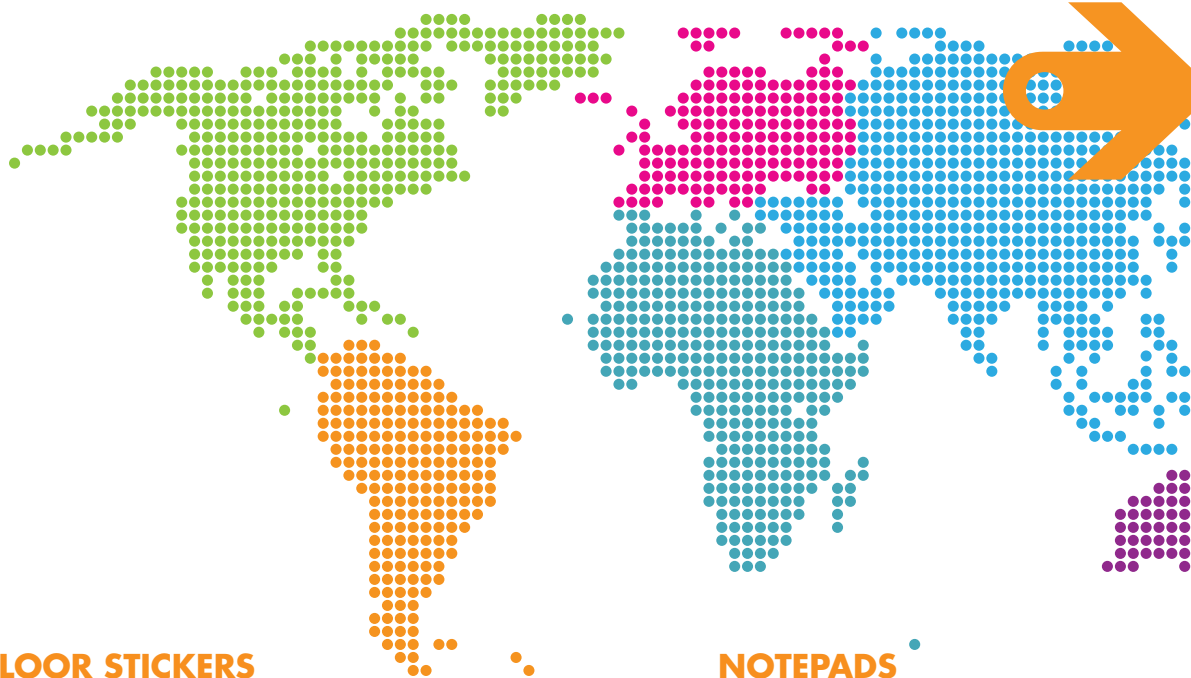
**Sponsorship \$3,000 each**

Attendees are bound to “see” your company name and booth number as they ride the escalators to and from the first and second levels of the Convention Center. Call for more details.

## FIRST TIME SUPPORTERS PROGRAM

**Support Donation \$1,000**

Designed especially for new or smaller companies. Finally, a program to help you get your name out there and introduce you to the SNMMI Industry Promotional Opportunity Program all at once! Provide a \$1,000 Unrestricted Annual Meeting support donation and reap the benefits of a bronze supporter!



A GLOBAL AUDIENCE: THE SNMMI 2016, ANNUAL MEETING WELCOMED 5,769 ATTENDEES FROM 65 COUNTRIES.

## FLOOR STICKERS

**Sponsorship \$1,500**

Each step will bring attendees closer to your booth! The floor stickers are displayed in the exhibit hall with your own personalization. Tell attendees where your booth is located or simply display your logo. The floor stickers are strategically placed on the exhibit hall floor of the convention center as a means of maximizing visibility for your company, your location and products.

## HANGING BANNER IN THE CONVENTION CENTER

**Sponsorship \$5,000 per banner**

Catch registrants attention in the Convention Center and near the Registration Foyer with a personalized hanging banner. Call for more information and banner sizes.

## HOTEL KEYS

**Sponsorship \$8,000**

Provide imprinted hotel door keys to as many hotels as you choose. Hotel staff will distribute keys during the primary SNMMI Annual Meeting check-in period (not necessarily throughout the SNMMI Annual Meeting). Hotel key must meet hotel requirements; SNMMI must authorize with hotel.

## INTERNET KIOSKS

**Sponsorship \$8,000 for 4 kiosks**

Internet kiosks will be in locations throughout the convention center including the registration area and the exhibit hall. Your company logo and booth number will be displayed on signage and the splash screen.

## LANYARDS & BADGE HOLDERS

**Sponsorship \$18,000**

Lanyards and badge holders are among the most visible items at any conference. SNMMI lanyards are printed with the sponsor's company logo and distributed during registration.

## MEETINGS WORKBOOK

**Sponsorship \$30,000**

This spiral-bound workbook contains meeting information at-a-glance while advertising your company with print ads and logo placement. The workbook is included in the registration bag.

## NOTEPADS

**Sponsorship \$7,000**

What is one of the most requested items by attendees during the meeting? Note pages! This notepad will feature your company logo or tagline at the top of each lined page. Notepads are included in each attendee's registration bag.

## ONLINE MEETING PLANNER

**Sponsorship \$10,000**

This web-based Meeting Planner allows visitors to search by author, keyword, title, or agenda to find educational sessions of interest. Attendees will build a day-by-day itinerary to get the most out of the meeting. The sponsor's logo will be branded on the site.

## time to start planning.

The SNMMI 2017 Annual Meeting is taking place next summer, giving you plenty of time to start budgeting & planning for your attendee outreach. The Annual Meeting attendee lists will be available through INFOCUS Marketing, so **call us at 800.708.5478** when you're ready to start your campaign.

**Call 800.708.5478 today to find out what INFOCUS can do for you.**

**INFOCUS**  
MARKETING

# Industry Promotional Opportunities

## **PRESIDENTS' RECEPTION SPONSORSHIP**

**Sponsorship \$1,000+**

This invitation-only reception consists of SNMMI and SNMMI-TS leadership and colleagues. As a sponsor you will join SNMMI President, Dr. Sally Schwarz, and SNMMI-TS President, Sara Johnson, as they thank everyone who has contributed to their successes over the past year.

## **PROMOTIONAL PANELS**

**Sponsorship \$2,000 per panel**

Gain additional exposure and increase traffic to your booth by purchasing promotional panels. Each company that sponsors a promotional panel creates their own panel to the specified requirements. Panels will be prominently positioned in the registration and meeting areas in the convention center. Placement preferences are available on a first-come, first-served basis.

## **REGISTRATION BAGS**

**Full Sponsorship \$25,000**

Display your company's name on one of the most visible promotions available. All professional attendees receive bags on-site containing registration materials and sponsored items. The SNMMI Annual Meeting logo and your company logo are printed on the bag.

## **REGISTRATION BAG INSERTS**

**\$3,000 per 1-page flyer/trifold (up to 8 1/2" x 11")**

**\$4,000 per pocket guide (up to 8 pages)**

**\$5,000 per 8 1/2" x 11" brochure (up to 8 pages)**

Inserts may be flyers, pamphlets or brochures. Sponsor provides materials to SNMMI to be inserted into registration bags. All inserts must be approved by SNMMI before they are produced.

## **REGISTRATION CONFIRMATION EMAIL BANNER**

**Sponsorship \$5,000**

Each attendee will receive a confirmation email upon registering for the Annual Meeting. Can you imagine better exposure than having your company banner/advertisement slogan along the bottom of that email? This is an exclusive sponsorship opportunity and is therefore available on a first come, first served basis. Please contact Catherine Lamb at [clamb@snmmi.org](mailto:clamb@snmmi.org) if you would like to see a sample confirmation email with a banner along the bottom.

## **REGISTRATION PACKET MAILING TRI-FOLD COMPANY INSERT**

**Sponsorship \$5,000**

Each US attendee will receive their registration badge for the Annual Meeting in a mailing sent in May. Can you imagine better exposure than having your company flyer advertisement included in this mailing? In addition, your insert will also be handed out to all other attendees (International and those that register after the cut-off date) along with their badge onsite at registration (not stuffed in the registration bag). This is an exclusive sponsorship opportunity and is therefore available on a first come, first served basis.

## **RELAXATION STATION**

**Call for Pricing**

Pamper the attendees by sponsoring massage stations in the exhibit hall. The service is free to meeting attendees. This area will have signage with your company name and booth number. The attendees will surely thank you!

## **ROOM DROP**

**Sponsorship \$2,000**

Only Annual Meeting Supporters can take advantage of hotel room drops. SNMMI will authorize permission with the hotel(s); and supporter produces materials and pays hotel fees directly to the hotel(s).

## **SHUTTLE BUS HEADREST COVERS**

**Call for Pricing**

Shuttles will run from most SNMMI hotels- have your company logo and/or message printed on headrest covers!

## **SHUTTLE BUS VIDEOS**

**Sponsorship \$5,000**

Have your message reach attendees even before they get to the exhibit hall floor. Exhibitor provides DVDs with their corporate message to be played on all SNMMI Shuttle Buses.

## **SHUTTLE BUS WRAPS**

**Sponsorship \$5,000**

Reach attendees on their way to the exhibit hall. Wrap your company logo, booth number, and/or message on the shuttle buses!

## **UNRESTRICTED ANNUAL MEETING GRANT**

**Support Donation \$1,000+**

SNMMI's Annual Meeting is designed not only to bring a high level of educational opportunities to meeting attendees, but also to provide an environment of unlimited networking opportunities! Annual Meeting Support Donations go directly to support events at SNMMI's 2017 Annual Meeting.

## **WELCOME RECEPTION ENTERTAINMENT**

**Sponsorship \$2,500**

Join in the celebration of the Exhibit Hall Grand Opening Saturday evening before and during the Welcome Reception. Several entertainment options are available. Your company name and logo will be visibly displayed as the band is marched thru the exhibit hall.

## **WIRELESS INTERNET BUYOUT**

**Sponsorship for Meeting Rooms, Sponsorship for Exhibit Hall, or both**

**Call for Pricing**

One of the top requests from attendees is complimentary wireless internet. Give attendees what they want by sponsoring wireless internet in either the meeting rooms, exhibit hall, or both areas with a buyout. Your company's name and logo will be on the login page, signage will be posted around the convention center, and it will be listed in the Final Program book.

