



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, Development, 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. 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.

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 to be distributed in a publication bin at registration
- 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
- 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

- Acknowledgement of support on IPOP ad in the Annual Meeting Program Book
- Acknowledgement of support on meeting signage and banners at the SNMMI Annual Meeting
- 1 invitation for SNMMI/SNMMI-TS Presidents' Reception
- Acknowledgement on Plenary Session and Highlight Lecture slides (Sunday/Monday/Tuesday)
- 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**

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.
- 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 sponsorship 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, Value Initiative Industry Alliance, Professional Development, 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 Corporate Relations
1850 Samuel Morse Drive
Reston, VA 20190
Direct: 703.652.6764
Email: clamb@snmmi.org



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:

\$250 for Internal Sales/Training/Board Meetings (no conference attendees)

\$2,000 for meeting including conference attendees (under 50 people)

\$4,000 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 2019 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). 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 Corporate Relations, Catherine Lamb (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 22, 2019 — 8:00pm-end

Sunday, June 23, 2019 — 6:00am-8:00am & 6:30pm-end

Monday, June 24, 2019 — 6:00am-8:00am & 6:00pm-end

Tuesday, June 25, 2019 — 6:00am-8:00am & 6:00pm-9:00pm

APP NOTIFICATIONS

Sponsorship — \$1,000 per push

There are two choices for the app notification. You can either target your push to a specific demographic (technologists only or local residents only for example) or you can send it to the entire population. If you chose a targeted group, the app would identify them by the desired demo and upload those badge ID's into Engage. Engage then recognizes who to deploy the push note to, based on the badge ID. For users to receive push notes they'll just need to make sure they opt into receiving push notifications once downloading the app. They will have a prompt once initially downloading.

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 bottles of water are printed with your company name and booth number on the label for maximum visibility.

CHARGING STATION "POWER TOWER"

Sponsorship \$5,000

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).

CONCESSION AREA SPONSOR

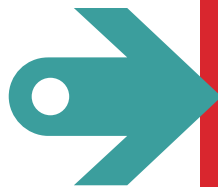
Sponsorship \$5,000

New this year! Take advantage of a captive audience. Due to the tight schedule many attendees eat lunch and grab coffee during breaks in the Exhibit Hall. Become a Concession Area sponsor and have your company logo on the overhead banner, signage, and on all napkins distributed.

DIGITAL PLASMA WALL

Sponsorship \$5,000 per spot (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 video will be scrolling from Saturday through Tuesday and is the perfect way to feature a company video message. *Minimum of three (3) companies needed for this sponsorship.*



A GLOBAL AUDIENCE:
THE SNMMI 2018, ANNUAL
MEETING WELCOMED 5,477
ATTENDEES FROM 65 COUNTRIES.

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 Sharon Gleason, Senior Director, Development & Marketing, at 703.326.1194.

ESCALATOR RUNNER

Sponsorship \$5,000 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!

FLOOR STICKERS

Sponsorship \$2,000 (includes three 3' x 3' stickers)

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 \$6,000 per banner

Catch registrants attention in the convention center with a personalized hanging banner in a high traffic area. Call for more information and banner sizes.

HOTEL KEYS

Sponsorship \$10,000

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.

INFORMATION BOOTH

Sponsorship \$3,000

The Information Booth at the meeting is a central extremely high visibility area where most attendees stop frequently for directions, information, and help. Have your company logo be one of the first things they see at the conference by sponsoring this busy high traffic booth!

INTERNET KIOSKS

Sponsorship \$8,000 for 4 kiosks

Internet kiosks locations are in high traffic areas 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

Sponsorship \$10,000

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

MEETINGS POCKET GUIDE

Sponsorship \$10,000

This small pocket guide book contains meeting information at-a-glance while advertising your company with print ads and logo placement. The guide is distributed to each attendee.

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 distributed to each attendee.

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 2019 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, Satoshi Minoshima, MD, PhD and SNMMI-TS President, Norman E. Bolus, MSPH, CNMT, FSNMMI-TS, as they thank everyone who has contributed to their successes over the past year.

PROMOTIONAL PANELS

Sponsorship \$2,500 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 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 if you would like to see a sample confirmation email with a banner along the bottom.

REGISTRATON KIOKS SPLASH PAGE

Sponsorship \$5,000

New this year! Beginning this year SNMMI will not mail attendee badges prior to the show. Pre-registered attendees will use self-service kiosks at registration to print their badge onsite. This sponsorship provides excellent visibility by providing a splash page with your company's logo for everyone to see.

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).

TRAINING SHOWCASE

Sponsorship - \$2,500 per time slot (limit of 2 time slots per company)

30-minute training sessions will be available during dedicated exhibit hall hours on Sunday and Monday. The presentation topic and format are up to you...it can be drug or equipment specific or show how-to read a case study (no CME will be offered with these trainings). The theater will be located in the front section of the Exhibit Hall near registration, there will be seating for 20 people, and it will include a presentation monitor and laptop; simply bring your presentation on a thumb drive and/or any equipment you wish to demonstrate and provide attendees with an onsite training. This sponsorship will include a meeting App notification the morning of your showcase; your company listing on a program ad listing presentation titles, dates, and times; signage outside the theater listing presentation titles, dates, and times.

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 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.

