



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.**

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.

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*

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

SPONSORSHIPS

▶ 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 2021 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. CME credit cannot be offered to attendees. 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 12, 2020
8:00pm-end
- ▶ Sunday, June 13, 2020
6:00am-8:00am & 6:30pm-end
- ▶ Monday, June 14, 2020
6:00am-8:00am & 6:00pm-end
- ▶ Tuesday, June 15, 2020
6:00am-8:00am & 6:00pm-9:00pm

▶ ANNUAL MEETING APP

Sponsorship \$10,000 each (limit 4)

▶ APP NOTIFICATIONS

Sponsorship – \$1,000 per push

▶ ATTENDEE BREAK IN THE EXHIBIT HALL

Sponsorship \$6,000 (One morning OR Afternoon Break)

▶ BOX “SEATS” — NEW!

BUYOUT with 80 box seats for \$35,000

Partial sponsorship of 20 box seats for \$10,000

These box seats made from falcon board (a stronger substrate than cardboard) allow you to feature your ad on all 4 sides of the box. They will be scattered around the convention center 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.

▶ ESCALATOR RUNNER

Sponsorship \$6,000 each

▶ FIRST TIME SUPPORTERS PROGRAM

Support Donation \$1,000

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

▶ FLOOR STICKERS

Sponsorship \$2,000

(includes three customized 3' x 3' stickers)

▶ HANGING BANNER IN THE CONVENTION CENTER

Sponsorship \$6,500 per banner

▶ HOT TROT 5K

Sponsorship \$100+

▶ HOTEL KEYS

Sponsorship \$10,000

▶ HOTEL ROOM DROP

Sponsorship \$2,000

▶ INTERNET KIOSKS

Sponsorship \$8,000 for 4 kiosks

▶ LANYARDS

Sponsorship \$11,000

▶ LIST SALES

The Annual Meeting attendee lists will be available through INFOCUS Marketing. Call 800.708.5478 and see what INFOCUS Marketing can do for you.



A GLOBAL AUDIENCE:
THE SNMMI **2020** ANNUAL
MEETING – VIRTUAL EDITION
WELCOMED **8,697** ATTENDEES
FROM **127** COUNTRIES.

▶ MEETING BOT — NEW!

Sponsorship \$15,000

The Meeting BOT gives attendees the chance to interact directly and ask the questions they need answered. In today's day in age we are all so used to asking Alexa our questions, now we can do that at our conferences too. By texting the BOT number (which will be heavily advertised on marketing emails, on the meeting website, on the meeting app, and on signage at the conference) attendees can get immediate answers to questions like:

Where is the restroom?

Where is Ballroom A?

How can I get my CE credit?

Once an attendee interacts with the BOT they will receive twice daily text pushes that will remind them to ask the BOT their questions and thank the sponsor. We will also have life size robot signage around the convention center advertising how to use the BOT and thanking our sponsor.

▶ MEETINGS POCKET GUIDE

Sponsorship \$11,000

▶ NOTEPADS

Sponsorship \$7,000

▶ PATIENT EDUCATION DAY

Sponsorship \$2,500+

▶ POSTER MIXER

Sponsorship \$1,000+

▶ PRESIDENTS' RECEPTION SPONSORSHIP

Sponsorship \$2,500+

▶ PROMOTIONAL PANELS

Sponsorship \$2,500 per panel

▶ REGISTRATION CONFIRMATION EMAIL BANNER

Sponsorship \$5,000

▶ REGISTRATOR KIOSKS SPLASH PAGE

Sponsorship \$5,000

▶ RELAXATION STATION

Sponsorship \$12,500

▶ SATELLITE LUNCH SYMPOSIUM

Sponsorship \$20,000 each

▶ TECHNOLOGIST BUSINESS MEETING

Sponsorship \$5,000

▶ TECHNOLOGIST PLENARY SPEAKER

Sponsorship \$10,000

▶ 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 30 people, and it will include a presentation monitor and laptop. Sponsorship includes 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 \$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.

▶ WIRELESS INTERNET BUYOUT

*Sponsorship for Meeting Rooms and Exhibit Hall:
\$60,000*

INDUSTRY PROMOTIONAL OPPORTUNITIES

ACCEPTANCE OF EDUCATIONAL SUPPORT BY COMMERCIAL SOURCE

The Sponsor wishes to provide support for the following items during the SNMMI 2021 Annual Meeting.

Items: _____ Total Cost: _____

The Sponsor agrees to abide by the conditions put forth by the Accreditation Council for Continuing Medical Education, Standards for Commercial Support of Continuing Medical Education (**document available upon request**).



Agreed Name: _____ Signature: _____ Date: _____
Authorized Representative

ACCEPTANCE OF EDUCATIONAL SUPPORT BY THE SNMMI, Inc

In accepting this educational support, the SNMMI agrees to 1) Abide by the ACCME: Standards for Commercial Support of Continuing Medical Education; and 2) Acknowledge educational support by the commercial sources in program announcements, signage at the Annual Meeting, and other program materials.

Agreed Name: Virginia Pappas, CAE Signature: *Virginia Pappas* Date: _____
SNMMI Chief Executive Officer

SPONSOR REGISTRATION FORM

- YES! My company would like to sponsor an event at the 2021 Annual Meeting.
We understand that we are entitled to all benefits associated with the category selected below.

SPONSOR (Company Name/Branch)

CONTACT NAME

ADDRESS

CITY STATE ZIP COUNTRY

PHONE FAX (REQUIRED) EMAIL

Name of Sponsorship Item(s)	Cost	Qty.	Total
Total Sponsorship Cost:			

Billing options:

- Please invoice my company for the cost of promotional opportunities. Payment will be due within 30 days.
 Return this form with full payment, paid by check*

***Make checks payable to: SNMMI. All checks must be in U.S. dollars drawn on U.S. banks located within the continental United States.**



Authorized signature: _____