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 2022 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 11, 2022
   8:00pm-end
▶ Sunday, June 12, 2022
   6:00am-8:00am & 6:30pm-end
▶ Monday, June 13, 2022
   6:00am-8:00am & 6:00pm-end
▶ Tuesday, June 14, 2022
   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 $6,500 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 $12,000

▶ HOTEL ROOM DROP
Sponsorship $2,000

▶ INTERNET KIOSKS
Sponsorship $8,000 for 4 kiosks

▶ LANYARDS
Sponsorship $12,000

▶ 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.
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 $12,000

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

REGISTRATION KIOSKS SPLASH PAGE
Sponsorship $5,000

RELAXATION STATION
Sponsorship $12,500

SATELLITE SYMPOSIUM
Breakfast or Evening Slot $25,000 each
Lunch Slot $30,000 each
*limited to one per company until closer to the meeting

TECHNOLOGIST BUSINESS MEETING
Sponsorship $5,000

TECHNOLOGIST PLENARY SPEAKER
Sponsorship $10,000

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: $50,000
INDUSTRY PROMOTIONAL OPPORTUNITIES

ACCEPTANCE OF EDUCATIONAL SUPPORT BY COMMERCIAL SOURCE
The Sponsor wishes to provide support for the following items during the SNMMI 2022 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 2022 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

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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: ____________________________________________