

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 2024 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 Director of Corporate Development, 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 8, 2024, 8:00pm-end
- ▶ Sunday, June 9, 2024
6:00am-8:00am & 6:30pm-end
- ▶ Monday, June 10, 2024
6:00am-8:00am & 6:00pm-end
- ▶ Tuesday, June 11, 2024
6:00am-8:00am & 6:00pm-9:00pm

▶ APP NOTIFICATIONS

Sponsorship – \$2,000 per push

▶ BOX “SEATS”

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 \$8,500

Give attendees access to power their mobile devices, iPads, iPods, laptops, and other handheld devices at this branded tower.

▶ DIGITAL PLASMA WALL

Sponsorship \$7,000 per spot (3-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 wall 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 four (4) companies needed for this sponsorship.*

▶ ESCALATOR RUNNER AND GLASS CLINGS

Sponsorship \$12,000 each

Attendees are bound to “see” your company name and booth number as they ride the escalators to and from meeting rooms at the Convention Center. Sponsorship fee includes production, installation, and dismantle of escalator runner and glass clings. Call for more information and sizing.

▶ FIRST TIME SUPPORTERS PROGRAM

Support Donation \$2,000

Designed especially for new or smaller companies to help you get your name out to attendees. Provide a \$2,000 Unrestricted Annual Meeting support donation and reap the benefits of a SNMMI Industry Promotional Opportunity bronze supporter!

▶ FLOOR STICKERS

Sponsorship \$3,500

(includes three customized 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 \$12,000 per banner

Catch registrants' attention in the convention center with a personalized hanging banner in a high traffic area. Sponsorship fee includes production, installation, and dismantle of banner. Call for more information and banner sizes.

▶ HOT TROT 5K

Sponsorship \$250+

▶ HOTEL KEYS

Sponsorship \$12,000

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. Hotel key must meet hotel requirements. SNMMI must authorize with hotel.

▶ HOTEL ROOM DROP

Sponsorship \$4,000

Catch an attendees' attention as they return to their guestroom with a personalized room drop. 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).

► LIST SALES

Communicate directly with SNMMI members and Annual Meeting attendees. SNMMI has partnered with INFOCUS Marketing to make SNMMI Membership and Annual Meeting attendee mailing and email lists available. Contact INFOCUS Marketing to review list selects and outreach opportunities.

INFOCUS Marketing

800.708.5478

www.infocusmarketing.com/lists/296

► MEETINGS POCKET GUIDE

Sponsorship \$15,000

► NOTEPADS

Sponsorship \$7,000

► PATIENT EDUCATION DAY

Sponsorship \$2,500+

► POSTER MIXER

Sponsorship \$1,000+

► PRESIDENTS' RECEPTION SPONSORSHIP

Sponsorship \$2,500+

► PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

SNMMI offers an array of print and online advertising opportunities to reach the key decision makers in the nuclear medicine and molecular imaging market throughout the year. Contact our advertising sales team at Cunningham Associates today to design a customized advertising package that helps exceed your goals.

Cunningham Associates

201.767.4170

TeamSNMMI@cunnasso.com

► PROMOTIONAL PANELS

Sponsorship \$3,000 per panel

Gain additional exposure and increase traffic to your booth by purchasing promotional panels. Sponsorship fee includes production and installation of panel. 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 \$6,000

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.

► REGISTRATOR KIOSKS SPLASH PAGE

Sponsorship \$6,000

Pre-registered attendees will use self-service kiosks at registration to print their badge onsite. This sponsorship provides excellent visibility by providing a customized banner on each iPad during check in.

► RELAXATION STATION

Sponsorship \$14,000

Pamper the attendees by sponsoring a massage station at the meeting. The service is free to meeting attendees, but a ticket is required and that must be obtained from the sponsor's booth. This area will have signage with your company logo and booth number. The attendees will surely thank you!

► SATELLITE SYMPOSIUM

Breakfast or Evening Slot \$30,000 each

Lunch Slot \$35,000 each

**limited to one per company until closer to the meeting*

► SNMMI VALUE INITIATIVE INDUSTRY ALLIANCE

SNMMI recognizes that the field of nuclear medicine and molecular imaging is changing. Through its Value Initiative, SNMMI provides the strategic vision and roadmap to address these changes, demonstrate the actual value of the field, and elevate nuclear medicine, molecular imaging, and radiopharmaceutical therapy—increasing its importance to the medical community, regulators, patients, and the public. The SNMMI Value Initiative Industry Alliance is a forum for industry to work in partnership with SNMMI to build the future of nuclear medicine and molecular imaging. The Alliance's purpose is to lead the advancement of the Value Initiative through funding support, strategic industry guidance, and collaborative knowledge sharing. Contact Sharon Jenkins to learn how your organization can get involved.

Sharon Jenkins

703.326.1194

sjenkins@snmmi.org

valueinitiative.snmmi.org

► TECHNOLOGIST BUSINESS MEETING

Sponsorship \$5,000

► TECHNOLOGIST PLENARY SPEAKER

Sponsorship \$10,000

► UNRESTRICTED ANNUAL MEETING GRANT

Support Donation \$1,000-\$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: \$65,000

One of the top requests from attendees is complimentary wireless internet. Give attendees what they want by sponsoring wireless internet in our meeting rooms and exhibit hall. Your company's name and logo will be on the login page, there will be a branded lounge area with seating, and signage will be posted around the convention center.

INDUSTRY PROMOTIONAL OPPORTUNITIES

ACCEPTANCE OF EDUCATIONAL SUPPORT BY COMMERCIAL SOURCE

The Sponsor wishes to provide support for the following items during the SNMMI 2024 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 2024 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

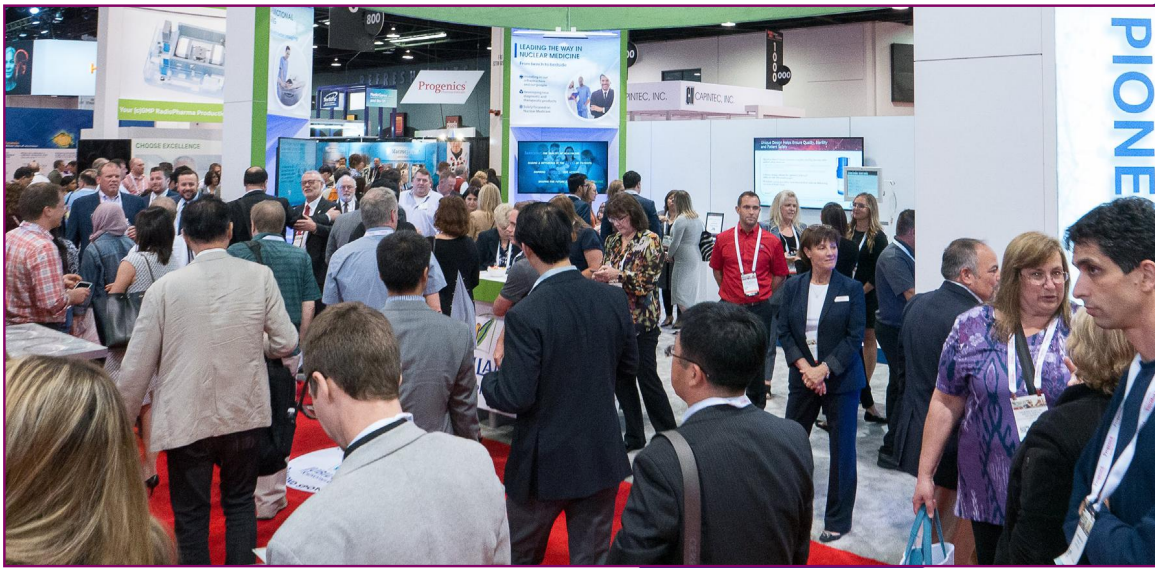
Name of Sponsorship Item(s)	Cost	Qty.	Total
Total Sponsorship Cost:			

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: _____



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, Mid-Winter, and Therapeutics Meeting exhibits and sponsorships, Value Initiative, 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: \$250,000+**

(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: \$150,000-\$249,999**

(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: \$80,000-\$149,999**

(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: \$40,000-\$79,999**

(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: \$10,000-\$39,999**

- 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
Director of Corporate Development
1850 Samuel Morse Drive
Reston, VA 20190
Direct: 703.652.6764
Email: clamb@snmmi.org