



2026 SDMS Annual Conference Registration Form

September 24 - September 26, 2026 • Atlanta, GA
Visit sdms.org/sdms-annual-conference for more details.

PLEASE PRINT

SDMS MEMBER NUMBER (Required for member discount or include SDMS membership application)

FIRST NAME

LAST NAME

FIRST NAME TO APPEAR ON CONFERENCE BADGE
(If different than above)

CREDENTIALS (Examples: RDCS, RDMS, RVT, MD)

COMPANY / SCHOOL / INSTITUTION NAME (If applicable)

ADDRESS

CITY

STATE/PROVINCE

ZIP+4/POSTAL CODE

COUNTRY

DAYTIME TELEPHONE NUMBER

EMAIL ADDRESS

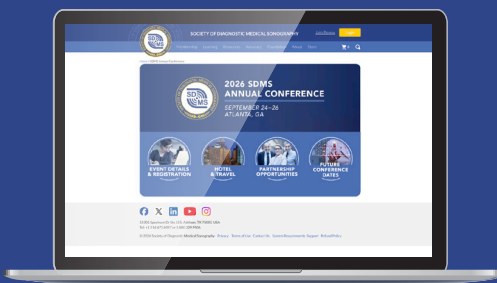
DATE OF BIRTH (MM/DD/YYYY)

GENDER: FEMALE MALE OTHER PREFER NOT TO SPECIFY

REGISTRY NUMBERS

ARDMS _____ ARRT _____ CCI _____ Sonography Canada _____

Would you like to share your phone number with exhibitors?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Would you like to share your email address with exhibitors?	<input type="checkbox"/> YES <input type="checkbox"/> NO
How did you hear about the 2026 SDMS Annual Conference?	<input type="checkbox"/> JDMS <input type="checkbox"/> SDMS Website <input type="checkbox"/> SDMS Email <input type="checkbox"/> Social Media <input type="checkbox"/> Other _____
Are you a sonography student?	<input type="checkbox"/> YES <input type="checkbox"/> NO If yes, are you enrolled in <input type="checkbox"/> Cardiovascular Technology <input type="checkbox"/> Diagnostic Medical Sonography <input type="checkbox"/> Echocardiography
Are you a sonography educator?	<input type="checkbox"/> YES <input type="checkbox"/> NO If yes, are you enrolled in <input type="checkbox"/> Cardiovascular Technology <input type="checkbox"/> Diagnostic Medical Sonography <input type="checkbox"/> Echocardiography
Do you have any special accommodations including disability needs or dietary restrictions? (You will be contacted by SDMS.)	<input type="checkbox"/> YES <input type="checkbox"/> NO



SDMS Annual Conference Website

Current conference information is readily available on your smartphone, tablet, or laptop.

sdms.org/sdms-annual-conference

REGISTRATION FEES

2026 REGISTRATION	EARLY REGISTRATION MAY 13 - JUNE 30			REGULAR REGISTRATION JULY 1 - SEPTEMBER 26		
	STUDENT	MEMBER	NON-MEMBER	STUDENT	MEMBER	NON-MEMBER
Full Conference (Thursday, Friday, AND Saturday)	\$329	\$629	\$929	\$429	\$829	\$1,229
Individual Day (Thursday, Friday, OR Saturday)	\$229	\$329	\$629	\$329	\$429	\$829

SDMS members receive discounted registration fees. For more information on SDMS membership, visit: sdms.org/membership

SDMS FOUNDATION

The SDMS Foundation's charitable programs including grants, scholarships, and international assistance programs. I would like to donate to the SDMS Foundation.

Donation (enter amount) \$ _____

AWARD RECIPIENT RECEPTION

SDMS and SDMS Foundation Award Recipient Reception..... \$100

BRING A GUEST

Exhibit Hall Grand Opening..... \$75

SDMS and SDMS Foundation Award Recipient Reception..... \$100

Social Event \$75

Name of Guest _____

Guest Date of Birth (MM/DD/YYYY) _____

City/State _____

NOTE: For more than one guest, please call the SDMS Headquarters at +1 800.229.9506.

PAYMENT (All prices are in USD)

(Payable by check or credit card. Purchase orders not accepted.)

1. Registration Fees..... \$ _____

2. SDMS Foundation..... \$ _____

3. Awards Reception \$ _____

4. Bring a Guest \$ _____

Total Payment \$ _____

Please complete the form and submit to the Society of Diagnostic Medical Sonography (SDMS).

Via mail: P.O. Box 200971, Dallas, TX 75320-0971

Via email: events@sdms.org

Via fax: +1 214.473.8563

I HEREBY AGREE AND ACKNOWLEDGE THAT I HAVE READ, UNDERSTAND, AND AGREE TO COMPLY WITH THE SDMS ANNUAL CONFERENCE POLICIES, SDMS REFUND POLICY, HEALTH AND SAFETY AND RELEASE OF CLAIMS POLICY.

PLEASE PRINT

Check enclosed payable to SDMS. Check # _____

Remit U.S. funds drawn on U.S. bank. Payment by check authorizes the SDMS to process funds by electronic fund transfer (ACH).

Check Amount _____

Charge my: American Express Discover MasterCard Visa

Credit Card # _____ Expiration Date _____ CID(3 or 4 digits) _____

Cardholder's Name (As it appears on card) _____

Cardholder's Billing Address (As it appears on statement) _____

City, State/Province/Country (If not US), Zip+4/Postal Code _____

I hereby authorize the SDMS to process payment based on payment method selected below for the amount listed.

Signature



2026 SDMS Annual Conference Policies

CONDUCT POLICY (AC 1.2)

This policy outlines the conduct that is expected of all attendees, exhibitors, and other conference participants while onsite at the *SDMS Annual Conference*.

ATTENDEES

Attendees are expected to conduct themselves appropriately at all times. Any action by an attendee that interferes with, disrupts, impairs, creates an undue burden, or is deemed inappropriate by SDMS is subject to disciplinary action. This may include disciplinary measures up to and including removal of the attendee from the contracted meeting space (including the exhibit hall) and termination of privileges at future conferences. No refunds will be provided under such circumstances.

EXHIBITORS

Exhibitors and their agents are expected to conduct themselves appropriately at all times. Any action of an exhibitor and their agents that interferes with, disrupts, impairs, creates an undue burden, or is deemed inappropriate by SDMS is subject to disciplinary action. This may include disciplinary measures up to and including removal of the exhibitors and their agents from the exhibit hall and contracted meeting space and termination of privileges at future conferences. No refunds will be provided under such circumstances.

INAPPROPRIATE/DISRUPTIVE ACTIONS

Inappropriate and disruptive actions are those that interfere with the instructional, networking, administrative, or service functions of the *SDMS Annual Conference* including:

- **Harassment, intimidation, or discrimination in any form:** SDMS is committed to fostering a welcoming, respectful, and supportive environment within the diagnostic medical sonography profession. SDMS expects all attendees, exhibitors, and other conference participants to foster an environment where all individuals feel valued, respected, and empowered to succeed.
- **Disruption of the presentations during sessions:** All participants must conform with the instructions of the speakers, moderators, and/or SDMS staff members.
- **Misuse of Audience Participation Time:** During sessions with open discussion or audience Q&A, participants are expected to engage in a respectful and concise manner. Comments and questions should be relevant to the topic at hand and directed through the appropriate moderator, speaker, or facilitator. Speakers, moderators, or SDMS staff

reserve the right to redirect, limit, or end participant contributions that are off-topic, monopolize the conversation, or disrupt the flow and intent of the session.

- **Unapproved postings and messages:** Public postings/messages that contain promotional materials, special offers, job offers, product announcements, or solicitation of services must be pre-approved by SDMS in advance.

CANCELLATION & REFUND POLICIES (AC 1.3)

The following policies outline the cancellation and refund policies for attendees and exhibitors for the *SDMS Annual Conference*, as well as cancellation policies that would become active in the event of conference cancellation.

ATTENDEE REGISTRATION CANCELLATION/REFUND POLICY

All cancellations postmarked on or before **August 31** will receive a refund MINUS a \$50 processing fee. No refunds will be made for cancellations postmarked after **August 31**. All cancellations must be in writing and sent to events@sdms.org.

EXHIBITOR SPACE CANCELLATION/REDUCTION OF SPACE AND REFUND POLICY

- Notification of cancellation or reduction in exhibit space must be submitted in writing via mail or email. The effective date of a space cancellation or reduction is the date when written notification is received and date stamped by SDMS.
- If written notice is received by **August 1, 2026**, monies paid by the exhibitor for exhibit space rental, less a \$250 administration fee, will be refunded. It is the exhibitor's sole responsibility to ensure that written notice of cancellation is received by the deadline.
- Exhibit space purchase is non-refundable after **August 1, 2026**. Sponsorships and advertising are non-refundable. Refunds apply only to exhibit space purchase.
- All exhibit space will be released when SDMS receives written notification of cancellation or reduction from the exhibitor.
- Exhibit space that is unoccupied by **3:00 pm on Thursday, September 24**, will be considered a no-show and shall be deemed to have cancelled the exhibit space contract. Any assigned exhibit space may be re-assigned to another exhibitor. There will be no refund to the original exhibitor and no further obligation on behalf of SDMS.
- Exhibitors are responsible for monitoring weather conditions both in their home location and the conference venue. If an exhibitor is unable to travel due to extreme weather in their home location, they may request a credit toward the following year's conference rather than a refund.

CONFERENCE CANCELLATION/REFUND POLICY (ATTENDEE REGISTRATION)

The conference cancellation/refund policy for attendee registration will be addressed on a case-by-case basis and will reflect appropriate accommodation for the situation at hand. An example is included below:

Please note that SDMS understands members are dealing with uncertainty regarding the [situation]. SDMS will not charge a registration cancellation fee if you choose to not attend the *SDMS Annual Conference* based on concerns regarding travel and your health.

CONFERENCE CANCELLATION/REFUND POLICY (EXHIBIT SPACE)

It is mutually understood that in the event the *SDMS Annual Conference* is interrupted, cancelled, moved, or changed due to fire, explosion, strike, freight embargo, act of God, natural disaster, public enemy, war, civil disturbance, any act of government, act of terrorism, epidemic, or other catastrophe, the exhibitor waives any claim against SDMS, Freeman, and Hyatt Regency Atlanta, its owners, managers, officers, or directors, agents, employees, subsidiaries, and affiliates for damages or compensation.

SDMS, at its sole discretion, may refund some or all monies paid by the exhibitor after deduction of any amounts necessary to cover expenses incurred by SDMS in connection with the *SDMS Annual Conference*.

EXHIBIT SPACE SELECTION & PRIORITY ASSIGNMENT POLICY (AC 1.4)

This policy outlines the exhibit space selection and assignment process for the *SDMS Annual Conference*. Exhibit space is allocated through a First Right of Refusal process for prior-year sponsors, followed by fulfillment of qualifying trade or barter agreements, and then general exhibit sales.

FIRST RIGHT OF REFUSAL – PRIOR YEAR SPONSORS

- Beginning in January, SDMS staff will extend a First Right of Refusal opportunity to companies that sponsored the previous year's *SDMS Annual Conference*. SDMS staff will define and communicate the First Right of Refusal response window each year.
- Sponsors who choose to re-commit and execute the required agreement may select their exhibit space location in advance of sponsorship, advertising, and exhibit sales opening to the public.
- Exhibit space selection will be handled on a first-come, first-served basis, based on the order in which sponsors confirm their re-commitment within the designated First Right of Refusal period.
- If a prior-year sponsor declines or does not respond by the stated deadline, their First Right of Refusal and advanced exhibit space selection opportunities will be forfeited.

- If a company is assigned exhibit space during the First Right of Refusal process and fails to execute the agreement or remit payment within the stated timeframe, or later reduces or cancels its commitment, SDMS reserves the right to release or reassign the exhibit space at its sole discretion.

TRADE/BARTER AGREEMENTS

SDMS may have trade or barter agreements in place that include exhibit space as part of the agreement.

- Exhibit space placement associated with trade or barter agreements will be determined by SDMS based on agreement value, deliverables, and event layout considerations.
- These agreements may supersede the standard exhibit space selection process.

GENERAL EXHIBIT SALES

After completion of the First Right of Refusal process and fulfillment of any trade or barter agreement obligations, remaining exhibit space will be made available through general exhibit sales.

- Sales will open publicly following the conclusion of the First Right of Refusal period on a date determined by SDMS.
- Exhibit space will be sold on a first-come, first-served basis within the SDMS Exhibitor Management System (EMS), based on completed purchase and payment terms.
- Selection will be based on availability at the time of purchase.

DRUG AND ALCOHOL POLICY (AC 1.5)

SDMS is committed to the *SDMS Annual Conference* being a healthy, safe, and drug-free, event.

ALCOHOL

- The sale, availability or distribution of alcoholic beverages to anyone under the age of 21 is strictly prohibited. Venue personnel and/or SDMS staff members are required to verify identification that the conference participant is legally able to consume alcoholic beverages.
- To reduce risk and ensure the safety and well-being of conference participants, SDMS will handle alcohol consumption through the distribution of drink tickets and cash sales for gatherings with more than 100 people.
- Beer or wine is standard when alcoholic beverages are served. Hard liquor will not be served unless approved by the SDMS Board of Directors.

- All alcoholic beverages must be consumed within the serving area. No containers, either open or closed, may be taken from the event premises and no alcoholic beverage may be brought in by participants.
- Venue personnel and SDMS staff have the right to refuse to serve alcohol to any person who appears intoxicated and/or disruptive.
- Conference participants who do not adhere to these policies are subject to removal from the premises and possible removal from all *SDMS Annual Conference* functions, including education sessions.
- SDMS staff members are only allowed to consume alcoholic beverages at the SDMS Annual Conference as deemed appropriate by the SDMS Chief Executive Officer or Chief Operating Officer.
- Staff members representing SDMS may face disciplinary actions should the consumption of alcoholic beverages negatively impact the SDMS brand, business operations, or the health, safety, and welfare of other staff members or conference participants.
- SDMS volunteers representing SDMS may face disciplinary actions per the SDMS Board Policies should the consumption of alcoholic beverages negatively impact the SDMS brand, business operations, or the health, safety, and welfare of other staff members or conference participants.

DRUGS AND SMOKING

SDMS has designated *SDMS Annual Conference* meeting spaces and the SDMS Exhibit Hall as a “drug-free and smoke-free” environment. Participants may not use, possess, distribute, sell or be under the influence of illicit drugs or prescription drugs that impair safe and appropriate behaviors while attending the *SDMS Annual Conference*.

Smoking of tobacco products or e-cigarettes is permitted only in restricted areas designated and clearly marked by the host venue.

LEGAL MARIJUANA USE

Some states (e.g., California, Colorado, Oregon, etc.) have enacted laws that allow individuals to purchase, possess, and use marijuana and related products (e.g., brownies, candy, etc.). However, no marijuana or related products may be possessed or used at SDMS functions occurring during the *SDMS Annual Conference*.

FOOD & BEVERAGE POLICIES (AC 1.6)

The following policies outline the restrictions, accommodations, and rules for food and beverage at the *SDMS Annual Conference*.

DIETARY RESTRICTIONS

SDMS, to the best of its ability, will work with the host venue and any other contracted catering company to accommodate any necessary dietary restrictions requested by a participant in advance through their conference registration.

SDMS will work with the host venue and any other contracted catering company to supply food cards and/or full menu cards to provide food allergy awareness.

RELIGIOUS ACCOMODATIONS

For those conference attendees who require Kosher or Halal food preparation, SDMS will work with the host venue and any other contracted catering company to review food-preparation certifications and dated delivery receipts for all Halal meats and Kosher foods.

INDUSTRY-SPONSORED SOCIAL OR EDUCATIONAL EVENTS

Commercial/institutional social or educational events may be held during the conference with the permission of SDMS. Events may be held beginning **Thursday, September 24 at 7:00am** through **Saturday, September 26 at 7:00pm** but may not conflict with any SDMS-sponsored event, educational sessions, or Exhibit Hall hours. The Venue will not release space without permission from SDMS.

Sponsors hosting SDMS approved sponsored breakfasts or lunches must have their own registration mechanism for the event and are responsible for all food and beverage costs associated with the event. Sponsors will work directly with the Venue in setting up the food and beverage logistics of their event.

For Sponsors approved to offer SDMS CME credit for their event, the sponsor must maintain a roster of all registered participants and submit the roster upon completion of the conference. Participants will not be awarded credit if a roster is not submitted.

INSURANCE POLICIES (AC 1.7)

The following insurance policies exist to protect SDMS in the event of event cancellation and outline details for exhibitors.

EVENT CANCELLATION

- The *SDMS Annual Conference* is required to have an event cancellation insurance policy that is equal to the budgeted event revenue.
- The event cancellation insurance policy should include the following declarations: TRIA (Terrorism Risk Insurance Act), Full Terrorism with Threat, and Communicable Disease Extension.
- It is best practice for SDMS to maintain a log of phone calls, emails, faxes, and notices of attendees/exhibitors/speakers cancelling and the reason for their cancellation. Staff should also collect news reports, airport closures, flight delays/cancellations, and details of the facts and circumstances as support for a loss.

- Refer to SDMS current insurance coverage on the appropriate steps to file a claim.

EXHIBITORS

- SDMS does not provide insurance coverage of any kind for exhibitors or their property, equipment, or personnel at any time, including shipping, installation, exhibition, dismantle, or storage.
- All property shipped by the exhibitor to and from the Hyatt Regency Atlanta and the SDMS Exhibit Hall is the sole responsibility of the exhibitor. SDMS staff cannot assist with shipping, loading, or handling of exhibitor materials.
- Exhibitors are solely responsible for obtaining and maintaining adequate insurance coverage, at their own expense, for property loss or damage, and liability for personal injury.
 - A **Certificate of Insurance (COI)** is required for all exhibitors. Exhibitors must maintain Commercial General Liability insurance with limits of at least \$1,000,000 per occurrence and \$2,000,000 aggregate.
 - The Society of Diagnostic Medical Sonography (“SDMS”) and the Hyatt Regency Atlanta must be listed as Additional Insureds for the duration of the event, including installation and dismantle dates.
 - A **valid COI must be submitted to SDMS by August 21** and must be on file prior to occupying exhibit space. Exhibitors who do not provide a COI by the stated deadline will not be permitted to exhibit, and no refunds will be issued for failure to comply.

NON-SOLICITATION POLICY (AC 1.8)

The Society of Diagnostic Medical Sonography (SDMS) has a no-solicitation policy covering the *SDMS Annual Conference*. To provide exhibitors, sponsors, attendees, and employees a disruption-free environment, solicitation is prohibited without prior written permission by SDMS. Solicitation includes, but is not limited to, the following activities:

- Recruiting members for other affiliate groups/associations
- Advertising for other trade shows
- Promoting non-SDMS events
- Conducting recruiting for employers
- Hosting unauthorized receptions, parties, or activities in the conference environment or off-site
- Making advances of any nature toward conference participants or SDMS staff (contractual, financial, etc.)
- Distributing promotional material unrelated to exhibits/exhibitors

Any participant and/or organization found to be violating the activities outlined in this policy may be removed from the *SDMS Annual Conference* with no refund. Repeated violations of this policy may result in permanent removal from future *SDMS Annual Conferences*.

PHOTOGRAPHY AND VIDEO RECORDING POLICY (AC 1.9)

Recording video, audio, or taking pictures (including the use of smartphones and other mobile devices), by anyone other than by the official SDMS photographers is prohibited in educational sessions. Images and video may be taken in the Exhibit Hall with smartphones and other mobile devices but not of a specific manufacturer's equipment or supplies.

ATTENDEES

Several photographs will be taken by the official SDMS photographer throughout the *SDMS Annual Conference* and will be used in future print and online promotional materials. By virtue of your attendance, you agree to allow SDMS to use photographs of you in its promotional materials.

EXHIBITORS

Several photographs will be taken by the official SDMS photographer throughout the *SDMS Annual Conference* and will be used in future print and online promotional materials. By virtue of your attendance, you agree to allow SDMS to use photographs of your agents, Exhibit Hall booth, products, and equipment in its promotional materials.

PHOTO/VIDEO RELEASE

SDMS reserves the right to use any photograph/video taken at any event sponsored by SDMS, without the expressed written permission of those included within the photo/video.

SECURITY POLICY (AC 1.10)

This policy outlines security accommodations at the *SDMS Annual Conference*.

GENERAL

SDMS provides 24-hour unarmed security personnel over the duration of the *SDMS Annual Conference*. Security is contracted through a third-party vendor or directly through the hosting venue.

Security personnel provides services to assist SDMS with:

- Checking badges for entry into conference functions;
- Monitoring contracted space around the clock; and

- Providing support to SDMS staff concerning any issues that may arise with a conference participant, including escorting them from the function at which the occurrence took place.

Conference participants are solely responsible for their personal property while in *SDMS Annual Conference* meeting spaces and the exhibit hall. SDMS accepts no responsibility or liability for any lost or stolen items, including outside of the meeting space and exhibit hall.

EXHIBIT HALL/EXHIBITORS

SDMS provides entrance and loading dock access control during installation and dismantle hours as well as entrance access control during Exhibit Hall hours; however, SDMS will have no liability for any loss or damage incurred by an exhibitor during such hours or any other time, regardless of the cause.

Exhibit space security and protection of valuable items may require additional security at the exhibitor's expense.

SPEAKERS & PRESENTATIONS POLICIES (AC 1.11)

The following policy outlines the disclaimer language to be presented to conference attendees regarding speaker selection and presentations.

SPEAKER SELECTION DISCLAIMER

The Society of Diagnostic Medical Sonography (SDMS) carefully selects speakers based on their knowledge and expertise, but neither SDMS nor the speakers warrant that the presentations or materials are free of errors or will continue to be accurate. Opinions expressed are those of the speaker and do not necessarily reflect opinions of SDMS or its affiliated organizations, officers, Boards of Directors, or staff members. Statements in the presentations and their materials should be verified before relying on them. Video recordings may have been edited. The quantity of SDMS CME credits stated in conference materials are not guaranteed and may vary depending on actual length of session.

SPEAKER PRESENTATION DISCLAIMER

The content and views presented are made available for educational purposes only. The information presented are the opinions of the presenter and do not necessarily represent the views of the Society of Diagnostic Medical Sonography (SDMS) or its affiliated organizations, officers, Boards of Directors, or staff members.

The presenter is responsible for ensuring balance, independence, objectivity, scientific rigor, and to avoid commercial bias (< 10%) in their presentation. Before making the presentation, the presenter is required to disclose to the audience any relevant financial interests or relationships with manufacturers or providers of medical products, services, technologies, and programs.

SDMS and its affiliated organizations, officers, Board of Directors, and staff members disclaim any and all liability for all claims that may arise out of the use of this educational activity.

Policy verbiage on SDMS Annual Conference presentation slide deck.

RESEARCH DISCLAIMER

The information presented in this presentation is based on research conducted to the best of the presenters' abilities and knowledge. Research involves uncertainty and is subject to limitations. The findings and conclusions presented herein may be influenced by various factors including but not limited to data quality, methodology, assumptions, and interpretation.

Research outcomes may not always accurately predict real-world scenarios or future events. While the presenter may make efforts to ensure the accuracy and reliability of the information presented, completeness or absolute correctness is not guaranteed.

This presentation is intended for informational purposes only and should not be construed as professional advice. Participants are encouraged to independently verify any information provided and consult relevant experts or professionals where appropriate.

SDMS and its affiliated organizations, officers, Board of Directors, and staff members disclaim any and all liability for all claims that may arise out of the use of this educational activity.

Policy verbiage on SDMS Annual Conference presentation slide deck (if presentation is researched based).

GENERATIVE AI DISCLAIMER

The presenter utilized the use of large language models (LLMs) and generative artificial intelligence (AI) as a productivity tool to assist in drafting and refining content in this presentation.

While these tools can aid in structuring ideas, summarizing, paraphrasing, and language polishing, they have inherent limitations and cannot replace human creativity, critical thinking, or expert judgment. AI-generated content may contain errors, biases, or gaps in knowledge.

This presentation is intended for informational purposes only and should not be construed as definitive or authoritative guidance. Participants are encouraged to critically evaluate the information presented and consult relevant experts as needed.

SDMS and its affiliated organizations, officers, Board of Directors, and staff members disclaim any and all liability for claims that may arise from the use or interpretation of this educational material.

Policy verbiage on SDMS Annual Conference presentation slide deck.

SPONSORSHIP POLICY (AC 1.12)

SDMS Annual Conference sponsorship opportunities are available for SDMS members and those vendors who promote and support the sonography community.

CONTRACT/PAYMENT

Once an SDMS Annual Conference sponsorship is requested (written or verbal), execution of the agreement and payment are required immediately unless otherwise specified in the agreement. Failure to submit payment accordingly will result in the loss of the sponsorship.

Sponsorship and advertising are non-refundable, unless otherwise stated within the agreement.

TERMS

Contract terms and benefits will be implemented as specified in the agreement.

RIGHT OF FIRST REFUSAL

Current SDMS sponsors have the right of first refusal for future sponsorship opportunities. Sponsors will be notified within 90 days of Annual Conference sponsorships becoming publicly available to renew their sponsorship for the following year. Any unclaimed opportunities after the provided deadline will be made available for purchase through the SDMS Prospectus.

STATEMENT OF LIABILITY WAIVER (AC 1.13)

This policy outlines the statement of liability for both attendees and exhibitors while onsite at the *SDMS Annual Conference*.

ATTENDEES

Conference attendees (including those who purchase guest passes) are responsible for their own wellbeing. The attendees at any SDMS sponsored event including *SDMS Annual Conference* agree to indemnify, defend, and hold harmless SDMS, its officers, directors and agents, against all claims arising out of actions or omissions of attendees. SDMS shall not be liable for any circumstances beyond reasonable control.

EXHIBITORS

The exhibitor shall be fully responsible to pay for any and all damages to property owned by SDMS, Freeman, other exhibitors, and Hyatt Regency Atlanta, its owners, managers, officers, or directors, agents, employees, subsidiaries, and affiliates, which result from any act or omission of the exhibitor.

The exhibitor agrees to defend, indemnify, and hold harmless, SDMS, Freeman, and Hyatt Regency Atlanta, its owners, managers, officers, or directors, agents, employees, subsidiaries, and affiliates, from any liability resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including, but not limited to, the exhibitor, its agents, employees, exhibit hall guests, and business invitees, which arise from or out of the exhibitor's occupancy and use of the exhibition premises, or any part thereof.

USE OF SDMS LOGO & SDMS ANNUAL CONFERENCE GRAPHICS (AC 1.14)

- SDMS, the SDMS Foundation, and *SDMS Annual Conference* graphics may be used only with written permission from SDMS.
- No endorsement by SDMS of exhibitors' products or services, expressed or implied, is permitted.
- The sale of products and services at the *SDMS Annual Conference* does not constitute an endorsement by SDMS.
- The use of the SDMS logo and *SDMS Annual Conference* graphics must comply with SDMS Advertising Policies.

GUEST POLICY (AC 1.15)

This policy outlines policies related to an *SDMS Annual Conference* participant's (e.g., attendees, exhibitors, vendors, etc.) guest(s).

GUEST AGE RESTRICTIONS

Guests under the age of 16 are not permitted in educational sessions, networking events during the *SDMS Annual Conference*, or in the SDMS Exhibit Hall.

PARTICIPANT'S RESPONSIBILITIES

An *SDMS Annual Conference* participant is responsible for their guest's behavior at all times.

APPROPRIATE GUEST CONDUCT

Guests are expected to demonstrate appropriate conduct at all times. Any action of a participant's guest(s) that interferes with, disrupts, impairs, creates an undue burden, or is deemed inappropriate or disruptive by SDMS is subject to disciplinary action, up to and including the removal of the guest from the contracted meeting space (including the exhibit hall) and termination of any related privileges of the participant at the conference and future conferences.

INAPPROPRIATE/DISRUPTIVE ACTIONS

Inappropriate and disruptive actions are those that interfere with the instructional, networking, administrative, or service functions of the *SDMS Annual Conference* including:

- **Harassment, intimidation, or discrimination in any form:** SDMS is committed to fostering a welcoming, respectful, and supportive environment within the diagnostic medical sonography profession. SDMS expects all attendees, exhibitors, and other conference participants to foster an environment where all individuals feel valued, respected, and empowered to succeed.

- **Disruption of the presentations during sessions:** All participants must conform with the instructions of the speakers, moderators, and/or SDMS staff members.
- **Misuse of Audience Participation Time:** During sessions with open discussion or audience Q&A, participants are expected to engage in a respectful and concise manner. Comments and questions should be relevant to the topic at hand and directed through the appropriate moderator, speaker, or facilitator. Speakers, moderators, or SDMS staff reserve the right to redirect, limit, or end participant contributions that are off-topic, monopolize the conversation, or disrupt the flow and intent of the session.
- **Unapproved postings and messages:** Public postings/messages that contain promotional materials, special offers, job offers, product announcements, or solicitation of services must be pre-approved by SDMS in advance.

HEALTH AND SAFETY AND RELEASE OF CLAIMS POLICY (AC 1.16)

PARTICIPANT HEALTH AND SAFETY

The following policy outlines the health and safety protocols for all participants (e.g., attendees, guests, vendors, etc.) of the *SDMS Annual Conference* and its associated events and activities (“Conference”). SDMS takes the health and safety of its participants seriously and has implemented precautions to help reduce the risk of communicable illness. Protocols are based on current guidance from the [Centers for Disease Control and Prevention \(CDC\)](#). SDMS cannot guarantee that conference participants will not be exposed or become infected with a communicable illness during or in transit to and from the conference.

LIABILITY WAIVER AND RELEASE OF CLAIMS

I HEREBY RELEASE, WAIVE, AND FOREVER DISCHARGE ANY AND ALL LIABILITY, CLAIMS, AND DEMANDS OF WHATEVER KIND OR NATURE AGAINST THE SOCIETY OF DIAGNOSTIC MEDICAL SONOGRAPHY AND ITS AFFILIATED ORGANIZATIONS, EXHIBITORS, AND SPONSORS, INCLUDING IN EACH CASE, WITHOUT LIMITATION, THEIR DIRECTORS, OFFICERS, EMPLOYEES, VOLUNTEERS, VENDORS, PARTNERS, SUCCESSORS, ASSIGNS, OR AGENTS (THE “RELEASED PARTIES”), EITHER IN LAW OR IN EQUITY, TO THE FULLEST EXTENT PERMISSIBLE BY LAW, INCLUDING BUT NOT LIMITED TO ANY FIRST-AID, TREATMENT, OR SERVICE RENDERED IN CONNECTION WITH MY PARTICIPATION AND DAMAGES OR LOSSES CAUSED BY THE NEGLIGENCE, FAULT, OR CONDUCT OF ANY KIND ON THE PART OF THE RELEASED PARTIES, INCLUDING BUT NOT LIMITED TO DEATH, BODILY INJURY, ILLNESS, ECONOMIC LOSS, OR OUT OF POCKET EXPENSES, OR LOSS OR DAMAGE TO PROPERTY, WHICH I, MY HEIRS, ASSIGNEES, NEXT OF KIN OR LEGALLY APPOINTED OR DESIGNATED REPRESENTATIVES, MAY HAVE OR WHICH MAY HEREAFTER ACCRUE ON MY BEHALF, WHICH ARISE OR MAY HEREAFTER ARISE FROM MY PARTICIPATION IN THE CONFERENCE OR ANY ASSOCIATED EVENTS OR ACTIVITIES.

ACKNOWLEDGMENTS

By taking part in the Conference, I acknowledge that:

1. My participation is voluntary, and I will derive personal satisfaction and benefit from participation;
2. Participation may include possible exposure to and illness from infectious diseases; and
3. I knowingly and freely assume all risk of injury, harm, death, and loss associated with participation, including any injury, harm, death, or loss caused by the negligence, fault, or conduct on the part of RELEASED PARTIES or illness or infectious diseases.

GOVERNING LAW AND JURISDICTION FOR DISPUTE RESOLUTION

All claims, rights, and liabilities shall be determined in accordance with the substantive law (and the law of remedies, if applicable) to the State of Texas or Federal law as interpreted by the US Federal District and appeal courts of the Fifth Circuit, applicable to the claims asserted. Any legal action taken or to be taken shall be brought only before a State or Federal court of competent jurisdiction for Dallas County, Texas, and each Party hereby consents to personal jurisdiction and exclusive venue in the State and Federal courts for Dallas County, Texas.

SESSION HANDOUTS POLICY (AC 1.17)

HANDOUTS

SDMS Annual Conference session handouts may be available one week prior to the start of the conference to all paid registrants and available for review for 60 days. Registrants cannot earn SDMS CME credit for reviewing a handout; SDMS CME credit can only be earned for attending a session.

COPYRIGHT

SDMS Annual Conference session handouts are copyrighted by SDMS, and registrants are prohibited from sharing and utilizing the session handout content received from *SDMS Annual Conference*.

SUITCASING & OUTBOARDING POLICY (AC 1.18)

To preserve the value and integrity of the *SDMS Annual Conference* for paid exhibitors and sponsors, the solicitation of business, distribution of promotional materials, or marketing of products or services is strictly prohibited by non-exhibiting and non-sponsoring companies, individuals, or entities.

SUITCASING

Suitcasing refers to the practice of soliciting business or distributing marketing materials in any area of the event, including but not limited to the exhibit hall, educational sessions, common areas, hotel lobbies, or networking events, without being a paid exhibitor or sponsor.

OUTBOARDING

Outboarding refers to the practice of hosting events, demonstrations, hospitality functions, or meetings that are open to SDMS attendees and are held outside of the official SDMS event schedule for the purpose of marketing products or services without entering into a contract with SDMS for exhibit or sponsorship participation.

ENFORCEMENT & COMPLIANCE

- Only exhibitors and sponsors with an executed contract are permitted to promote, market, or solicit business during the *SDMS Annual Conference*, including during installation and dismantle periods.
- SDMS reserves the right to remove any individual or company found to be suitcasing or outboarding, to revoke event credentials, and to deny future participation in SDMS events.
- Companies or individuals who violate this policy are not entitled to refunds, account credits, or other monetary compensation related to registration fees, travel costs, or lost business.
- Exhibitors and sponsors are encouraged to report suspected violations to SDMS staff. Staff will handle all reports of suspected violations with discretion.
- SDMS reserves the right to determine at its sole discretion what constitutes suitcasing or outboarding.

SDMS CME CREDIT VERIFICATION POLICY (AC 1.19)

Registrants have 90 days from the date the SDMS credit notification email is sent to verify attendance and CME credits. It is the registrant's responsibility to verify that attendance and credits have been recorded accurately by reviewing the SDMS CME Transcript. If credits are not reflected in the transcript, the registrant must contact SDMS within the 90-day verification period at learning@sdms.org. Requests submitted after the 90-day verification period may not be eligible for CME credit.

SDMS ADVERTISING POLICY (EO 1.1)

The Society of Diagnostic Medical Sonography (SDMS) provides various advertising opportunities for vendors, partners, and sponsors to promote their companies, products, and services. All advertisements must adhere to the following guidelines. SDMS retains the right to decline any advertisement or discontinue previously accepted advertisements.

GENERAL ADVERTISING GUIDELINES

These policies define the eligibility of products, programs, and services for advertisement on SDMS platforms, including but not limited to SDMS publications, websites, direct marketing, social media, and the *Journal of Diagnostic Medical Sonography* (JDMS).

Accepted Content

- Advertisements for diagnostic medical sonography-related products are eligible.
- Advertisements for other products and services of interest to sonographers may also be considered.
- Advertisements for medical equipment, instruments, and devices must be relevant to the sonography profession and adhere to regulatory, scientific, and ethical standards. In certain cases, advertisers may be required to provide objective, verifiable scientific and technical data, including FDA approval, to support claims made in the advertisement.

Prohibited Content & Restrictions

- **Advertising Eligibility & Discretion:**
 - SDMS reserves the right to decline advertisements from organizations, or individuals whose products, services, events, or promotional efforts are deemed inconsistent with SDMS' mission, policies, or strategic interests.
 - SDMS also retains the discretion to reject advertisements that could create conflicts of interest or compete with SDMS offerings.
- **Terminology Use:**
 - Except for *vascular technologist*, the terms *tech*, *technologist*, and *technician* are prohibited when referring to a registered sonographer.
 - Preferred terms include *diagnostic medical sonographer* or *sonographer*, with optional specialty designation (e.g., *cardiac sonographer*, *vascular sonographer*).
- **Comparative Claims & Ethical Standards:**
 - Advertisements must not be deceptive, misleading, or contain unsubstantiated claims.
 - Comparisons or disparagement of competitors' products, programs, or services will not be accepted.
- **Endorsement:**
 - Approval of an advertisement does not imply SDMS endorsement or approval.
 - Advertisers may not use SDMS' name, logo, or related branding without express written permission.
 - If applicable, a disclaimer such as the following may be required before the advertising is approved. "[Company Name] is not endorsed or affiliated with SDMS."

ADVERTISING APPROVAL PROCESS

All advertising materials are subject to review and approval by SDMS. SDMS reserves the right to reject or request modifications to any advertisement before publication. Areas requiring edits may include, but are not limited to:

- Improper use of sonography terminology
- HIPAA violations
- False or misleading information

Once approved, advertising content must not be altered. If any changes are made after approval, the revised version must be resubmitted for reapproval.

SDMS is not responsible for errors in advertiser-submitted materials.

ENFORCEMENT & POLICY AMENDMENTS

SDMS reserves the right to update or modify this policy as needed to ensure alignment with organizational goals, industry standards, and regulatory requirements.

All advertisements must comply with the guidelines outlined in this policy, and advertisers are responsible for ensuring that their content remains in compliance. If an advertisement is found to be in violation of SDMS policies, it may be removed without a refund, and the advertiser may be subject to additional restrictions, including the loss of future advertising privileges.

SDMS retains full discretion in determining the appropriateness of advertisements and enforcing policy updates as necessary.