



2021

SPONSORSHIP & ADVERTISING PROSPECTUS



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THE SDMS

Founded in 1970, the Society of Diagnostic Medical Sonography (SDMS) is a professional membership organization dedicated to promoting, advancing, and educating its members and the medical community in the science of diagnostic medical sonography. Today, the SDMS is the largest association of sonographers and sonography students in the world.

The SDMS provides sponsorship and advertising opportunities that enable your organization to promote your products and services while supporting the sonography community. Opportunities range from \$500 to \$15,000 and are designed to maximize your exposure.

*Partner with the SDMS
today to **deliver your
organization's message**
through our sponsorship and
advertising opportunities.*

CONTACT:

SDMS Learning Department
214-473-8057
exhibitors@sdms.org

*The SDMS is committed to promoting and implementing ongoing improvements to diversity, equity, and inclusion in the diagnostic medical sonography profession **SDMS Board Policy: Diversity, Equity, and Inclusion [B.5.1]**. The SDMS encourages participating exhibitors, vendors, and sponsors to support efforts to ensure diversity, equity, and inclusion in their outreach.*

SDMS MEMBERSHIP SNAPSHOT

As of December 1, 2020

TOTAL MEMBERS: 26,150

AVERAGE YEARS PRACTICING SONOGRAPHY: 15 YEARS

PRIMARY JOB FUNCTION - CLINICAL OR MANAGEMENT: 72%



*Registered
Specialties*

of SDMS members
as of December 1, 2020

PEDIATRIC
CARDIAC
400

ABDOMEN
13,437

NEURO
992

BREAST
3,670

OB/GYN
12,657

CARDIAC
4,083

PEDIATRIC
77

FETAL
CARDIAC
615

VASCULAR
8,134

SDMS VIRTUAL SEMINARS | 3 UNIQUE OPPORTUNITIES

\$3,000 EACH

Offered throughout the year, the SDMS Virtual Seminars focus on specialty specific content. Presented virtually, attendees have the opportunity to attend sessions, chat with attendees and speakers, and earn SDMS CME credits from the comfort of their own home or office.



SPONSORSHIP BENEFITS INCLUDE:

- ✓ Opportunity to include a 2-minute video advertisement (will run during a break)
- ✓ Opportunity to provide company verbiage to be recorded by voiceover talent
- ✓ Company logo featured on Virtual Seminar template
- ✓ Verbal company recognition at the beginning and end of the Virtual Seminar
- ✓ Written company recognition showcased through the chat feature
- ✓ Company recognition on all targeted email campaigns distributed to up to 60,000 recipients
- ✓ Company recognition on Virtual Seminar landing page
- ✓ Social media recognition (via the SDMS Facebook)
- ✓ Sponsored email (sent by the SDMS on your behalf) to all registered attendees
- ✓ Four (4) complimentary registration codes to be utilized by the sponsor

NOTE: Sponsorship of SDMS Virtual Seminars are available on a first come, first serve basis. Dates/topics are determined and set by the SDMS using recorded content from previous SDMS events.

*“Very informative and **relevant topics.**”*

*“**Well organized!** Looking forward to future virtual events.”*



*"I absolutely **loved the virtual format.** It was wonderful that I didn't have to spend money on travel and take time away from my family."*

Launched in 2019, the **SDMS Virtual Seminars** are highly rated by the attendees and continue to grow in popularity each year.

2020 VIRTUAL SEMINAR ATTENDEES

| | |
|-------|--|
| 67 | Pediatric Sonography Virtual Seminar |
| 109 | MSK Sonography Virtual Seminar |
| 166 | Adult Echocardiography Virtual Seminar |
| 267 | Vascular Sonography Virtual Seminar |
| 2,581 | Ergonomics Virtual Seminar |
| 271 | Fetal Echocardiography Virtual Seminar |

2020 VIRTUAL SEMINAR SATISFACTION RATINGS

| | |
|------|---|
| 98% | Liked the virtual format and would consider attending future virtual events |
| 100% | Felt the information presented was relevant and useful |

SDMS CME CRUNCH WEEK | EXCLUSIVE OFFER

\$6,000

Held virtually in early December, SDMS CME Crunch Week is a second chance at the SDMS' most popular virtual content that enables attendees to crush their year-end CME goals. Attendees can interact with attendees and speakers while earning SDMS CME credit.



DECEMBER 6 - 11, 2021

SPONSORSHIP BENEFITS INCLUDE:

- ✓ Opportunity to run a 2-minute video advertisement each day of CME Crunch Week during the break
- ✓ Opportunity to provide company verbiage to be recorded by voiceover talent
- ✓ Company logo featured each day on the CME Crunch Week template
- ✓ Verbal company recognition each day at the beginning and end of CME Crunch Week
- ✓ Written company recognition showcased each day during CME Crunch Week via the chat feature
- ✓ Company recognition on all targeted email campaigns distributed to up to 60,000 recipients
- ✓ Company recognition on CME Crunch Week landing page
- ✓ Social media recognition (via the SDMS Facebook)
- ✓ Sponsored email (sent by the SDMS on your behalf) to all registered attendees
- ✓ Four (4) complimentary registration codes to be utilized by the sponsor



*"I took advantage of the whole week and thought the price was excellent! I enjoyed each day and **took something away from each lecture.**"*

Launched in 2020, **SDMS CME Crunch Week** had strong registration numbers for a new event. The SDMS anticipates continued growth as brand recognition for this event increases and the sonography community takes advantage of the opportunity to earn SDMS CME credits before the December 31st three-year deadline.

2020 CME CRUNCH WEEK ATTENDEES

| | |
|-----|-----------------------|
| 167 | Monday (VASCULAR) |
| 139 | Tuesday (PEDIATRIC) |
| 156 | Wednesday (ABDOMINAL) |
| 159 | Thursday (CARDIAC) |
| 138 | Friday (MSK) |
| 174 | Saturday (OB/GYN) |

2020 CME CRUNCH WEEK SATISFACTION RATINGS

| | |
|-----|---|
| 99% | Liked the virtual format and would consider attending future virtual events |
| 99% | Felt the information presented was relevant and useful |

SOLD

SDMS KNOWLEDGE SERIES | EXCLUSIVE OFFER

\$4,000

The SDMS Knowledge Series are online webinars led by sonography experts on current topics of interest. Held throughout the year, they provide expert commentary and updates that enable attendees to expand their knowledge and earn SDMS CME credits.



-
- FEBRUARY 24, 2021
 - MARCH 24, 2021
 - MAY 26, 2021
 - JUNE 23, 2021
 - JULY 28, 2021
 - AUGUST 25, 2021
 - SEPTEMBER 29, 2021
 - NOVEMBER 17, 2021

SPONSORSHIP BENEFITS INCLUDE:

- ✓ Company logo featured on Knowledge Series template
- ✓ Verbal company recognition at the beginning and end of each Knowledge Series webinar
- ✓ Written company recognition showcased via the chat feature
- ✓ Company recognition on all targeted email campaigns distributed to up to 60,000 recipients
- ✓ Company recognition for one (1) full year via the Knowledge Series landing page
- ✓ Social media recognition (via the SDMS Facebook page)
- ✓ Two (2) complimentary registration codes to be utilized by the sponsor for each Knowledge Series webinar
- ✓ Opportunity to provide speaker/content for one of the Knowledge Series webinars*
- ✓ Exclusive sponsor for eight (8) Knowledge Series webinars

*NOTE: Dates/topics are determined and set by the SDMS. *Speaker/content provided by sponsor must be eligible for SDMS CME credit and cannot be construed as advertising.*

SOLD

*"Very informative presentation.
I appreciate the opportunity
for **professional growth** and
development."*

Launched in 2020, the **SDMS Knowledge Series** quickly grew in popularity due to their focus on relevant topics presented by in-demand speakers with deep subject matter knowledge. Highly rated by attendees, the SDMS anticipates robust attendance for these events in 2021.

2020 KNOWLEDGE SERIES ATTENDEES

| | |
|-------|---|
| 494 | COVID-19 & Your DMS Program |
| 1,008 | The New Normal: Scanning During a Pandemic |
| 136 | Space Life Science: My Experience as a Sonographer for NASA |
| 423 | Make Your Sonography Impact & Expand Your Resume: Write or Review for the JDMS |
| 60 | Teaching in a Crisis: Applying Lessons Learned Teaching Virtually to the Face-to-Face Classroom |
| 925 | Fostering Diversity, Equity, and Inclusion in Healthcare |

2020 KNOWLEDGE SERIES SATISFACTION RATINGS

| | |
|-----|---|
| 99% | Liked the virtual format and would consider attending future virtual events |
| 98% | Felt the information presented was relevant and useful |

EVENT
COMPLETED

SDMS VIRTUAL CONFERENCE

Held in the spring, the SDMS Virtual Conference is a travel-free, online-only learning experience that enables sonographers, sonography students, and physicians from around the world to network and learn. In addition to earning SDMS CME credits, the educational program provides attendees with knowledge and skills in new sonographic techniques, diagnostic accuracy, enhancements of sonographic instrumentation, and practice management strategies.

*"By far the **best conference** I've been to."*

A central graphic for the 2021 SDMS Virtual Conference. It features a large central circle containing the SDMS logo, which is a blue and white circular emblem with the text "SDMS" and "SOCIETY OF DIAGNOSTIC MEDICAL SONOGRAPHY". Surrounding this central circle are six smaller circular icons connected by a network of lines. The icons represent: a sonography machine, a medical ultrasound image, a person on a video call, a laptop with a sonography icon, another medical ultrasound image, and a person at a computer. Below the graphic, the text "2021 SDMS VIRTUAL CONFERENCE" is displayed in a large, bold, sans-serif font, with "VIRTUAL" in white and "CONFERENCE" in blue. Below this, the dates "APRIL 23 - 25, 2021" are written in a smaller, white, sans-serif font.

2021 SDMS
VIRTUALCONFERENCE
APRIL 23 - 25, 2021

EVENT
COMPLETED

*"The virtual format
was **so beneficial.**"*

The **SDMS Virtual Conference** was born out of necessity when the SDMS Annual Conference was forced online due to the COVID-19 pandemic. Offered free to SDMS members in celebration of the SDMS' 50th anniversary, the event was extremely popular and received high ratings from attendees. In response to overwhelming feedback from members that they desired a similar virtual conference experience in the future, the SDMS decided to make the event an annual occurrence. While registration for the event will not be free going forward, we still anticipate strong demand since the event offers a way to earn SDMS CME credits without travel or post-tests.

ATTENDEES 6,089

2020 VIRTUAL CONFERENCE SATISFACTION RATINGS

| | |
|------------|---|
| 98% | Were satisfied with their conference experience |
| 97% | Were satisfied with the quality of conference sessions and speakers |

EVENT
COMPLETED

SPECIALTY TRACK | 6 UNIQUE OPPORTUNITIES

\$3,000 EACH

Sign up to be listed as an exclusive sponsor of a specialty track. Your company name and/or logo will be prominently displayed on the presentation background overlay and on promotions for that track.



ABDOMINAL+



CARDIAC



EDUCATORS



OB/GYN



STUDENTS



VASCULAR

SPONSORSHIP BENEFITS INCLUDE:

- ✓ Opportunity to run a 2-minute video advertisement during the break in a selected track
- ✓ Company logo featured on Virtual Conference track template
- ✓ Company information (i.e., logo, name, description, contact information) listed on vendor directory page
- ✓ Verbal company recognition at the beginning and end of the selected track
- ✓ Verbal company recognition during the Virtual Conference welcome message
- ✓ Written company recognition showcased via the chat feature during a selected track
- ✓ Company recognition on all targeted email campaigns distributed to up to 60,000 recipients
- ✓ Company recognition on Virtual Conference landing page
- ✓ Pre- and post-conference mailing list (includes email addresses)
- ✓ Social media post (verbiage provided by sponsor and posted by the SDMS)
- ✓ Four (4) complimentary registration codes to be utilized by the sponsor

EVENT
COMPLETED

SPONSOR & LEARN | 4 UNIQUE OPPORTUNITIES \$2,000 EACH

Do you have a new product or update you want to share with conference attendees? Receive a 10-minute dedicated time slot to play a commercial presentation during the 30-minute lunch break on Saturday or Sunday.



**SATURDAY
LUNCH BREAK
(X2)**



**SUNDAY
LUNCH BREAK
(X2)**

SPONSORSHIP BENEFITS INCLUDE:

- ✓ 10-minute dedicated time slot on either Saturday or Sunday (first come, first serve)
- ✓ Verbal company recognition at the beginning and end of the lunch break
- ✓ Company information (i.e., logo, name, description, contact information) listed on vendor directory page
- ✓ Verbal company recognition during the Virtual Conference welcome message
- ✓ Written company recognition showcased via the chat feature during lunch break
- ✓ Company recognition on all targeted email campaigns distributed to up to 60,000 recipients
- ✓ Company recognition on Virtual Conference landing page
- ✓ Post-conference mailing list (includes email addresses)
- ✓ Three (3) complimentary registration codes to be utilized by the sponsor

*"The conference was stacked with excellent presenters. I'm grateful to SDMS for **knocking it out of the park.**"*

EVENT
COMPLETED

SESSION BREAK | 6 UNIQUE OPPORTUNITIES

\$1,500 EACH

Showcase your company during a session break to be played all three conference dates.



SPONSORSHIP BENEFITS INCLUDE:

- ✓ Opportunity to include a 1-minute video advertisement (will be run once on Friday, Saturday, and Sunday)
- ✓ Company information (i.e., logo, name, description, contact information) listed on vendor directory page
- ✓ Verbal company recognition during the Virtual Conference welcome message
- ✓ Company recognition on all targeted email campaigns distributed to up to 60,000 recipients
- ✓ Company recognition on Virtual Conference landing page
- ✓ Post-conference mailing list (includes email addresses)
- ✓ Two (2) complimentary registration codes to be utilized by the sponsor

ADVERTISING ONLY OPPORTUNITIES



\$300

COMPANY INFORMATION LISTED ON VENDOR DIRECTORY PAGE

- ✓ logo
- ✓ name
- ✓ description
- ✓ contact information



\$400

SOCIAL MEDIA POST



\$350

PRE- AND POST- CONFERENCE MAILING LIST



\$200

PRE- CONFERENCE MAILING LIST



\$200

POST- CONFERENCE MAILING LIST



EVENT
COMPLETED

*"I gained **valuable information** that will make me a better sonographer."*

EXPLORE CAMP SONOGRAPHY

WHERE LEARNING AWAITS

EARN
UP TO
19
SDMS CME
CREDITS



The SDMS Annual Conference is designed for sonographers, sonography students, and physicians who use sonography in their practice. Held in the fall, the SDMS Annual Conference is designed to foster connections and learning and includes multiple opportunities to network and visit the exhibit hall. Attendees will earn SDMS CME credits while learning about new sonographic techniques, diagnostic accuracy, enhancements of sonographic instrumentation, and practice management strategies.

2021 SDMS ANNUAL CONFERENCE
Gaylord Rockies Resort & Convention Center
OCTOBER 14–16 • DENVER, COLORADO



2019 SDMS ANNUAL CONFERENCE

ATTENDEES: 1,020

2019 ANNUAL CONFERENCE STATS

| | |
|-----|---|
| 95% | Would attend another SDMS Annual Conference. |
| 97% | Would recommend the SDMS Annual Conference. |
| 73% | Influence decisions about equipment, resources, and supplies. |
| 90% | Ranked their experience in the Exhibit Hall as excellent. |
| 98% | Gave the SDMS staff an "A" for support. |

Considered the premier event for the sonography community, the **SDMS Annual Conference** is a highly anticipated event that draws sonographers from around the world. Known for its learning and networking opportunities, everyone is excited to see the SDMS Annual Conference return in-person in 2021.

\$15,000 SPONSORSHIP

4 UNIQUE OPPORTUNITIES



HEALTH & SAFETY AWARENESS

Keeping sonographers safe and well is a key focus of the SDMS. Your company name and/or logo will be displayed throughout the conference on the SDMS health and safety awareness promotional materials (e.g., hand sanitizing stations, work related musculoskeletal disorder awareness materials, etc.).



GRAB & GO LUNCH (IN THE EXHIBIT HALL)

Grab & Go lunch will be provided to all attendees on Friday and Saturday in the Exhibit Hall. Your company name and/or logo will be displayed in the Grab & Go lunch area and featured on the lunch containers.



REGISTRATION (BADGE HOLDERS & TOTE BAGS)

Your company name and/or logo will be displayed on each attendee's badge holder and on the outside of the conference totebag. Attendees will be given both items at registration and badges must be worn at all times during the conference.



GRAND PRIZE

The SDMS Annual Conference Grand Prize will be awarded to one lucky conference registrant. Details will be included in the conference registration brochure.

\$15,000 SPONSORSHIP

4 UNIQUE OPPORTUNITIES

ADDITIONAL BENEFITS FOR A \$15,000 SPONSORSHIP INCLUDE:

PRE-CONFERENCE BENEFITS:

- ✓ **PRE-CONFERENCE REGISTRANT ROSTER** with first name, last name, mailing address, and email address
- ✓ Company name and/or logo listed in all targeted emails distributed to up to 60,000 recipients
- ✓ Company name and/or logo listed on the conference landing page

ONSITE CONFERENCE BENEFITS:

- ✓ **TWO (2) PREFERRED EXHIBIT BOOTHS;** includes complimentary exhibit hall badges for booth personnel
- ✓ **BANNER AD DISPLAYED IN CONFERENCE APP;** your banner ad can be linked to your exhibitor information, external website, or custom overlay screen
- ✓ **CONFERENCE APP ALERT;** promote your company through a real time notification to attendees
- ✓ **SOCIAL MEDIA POST;** promote your company to the followers of the SDMS social media account of your choice
- ✓ **TOTEBAG INSERT;** supply an insert or promotional item in the conference participants' totebags
- ✓ **SDMS.ORG WEBSITE AD;** your website ad can be linked to an external website
- ✓ Eligible to sponsor attendee breakfast or lunch (sponsor responsible for F&B)
- ✓ Company name and/or logo displayed on signage and promotional materials throughout the conference

POST-CONFERENCE BENEFITS:

- ✓ **POST-CONFERENCE REGISTRANT ROSTER** with first name, last name, mailing address, and email address
- ✓ Company name and/or logo listed in the conference wrap-up email that is distributed to 25,000+ members

\$10,000 SPONSORSHIP

2 UNIQUE OPPORTUNITIES



CONFERENCE APP

Your company name and/or logo will be displayed throughout the conference app. You will also receive an additional conference app alert and banner ad with this sponsorship.



WIFI (CHOOSE PASSWORD)

Wireless internet access for all conference participants will be available in the exhibit hall and sessions. Your company name and/or logo will be displayed on signage throughout the conference. You will also have the opportunity to select the WiFi access password.

\$10,000 SPONSORSHIP

3 UNIQUE OPPORTUNITIES

ADDITIONAL BENEFITS FOR A \$10,000 SPONSORSHIP INCLUDE:

PRE-CONFERENCE BENEFITS:

- ✓ **PRE-CONFERENCE REGISTRANT ROSTER** with first name, last name, mailing address, and email address
- ✓ Company name and/or logo listed in all targeted emails distributed up to 60,000 recipients
- ✓ Company name and/or logo listed on conference landing page

ONSITE CONFERENCE BENEFITS:

- ✓ **ONE (1) PREFERRED EXHIBIT BOOTH;** includes complimentary exhibit hall badges for booth personnel
- ✓ **BANNER AD DISPLAYED IN CONFERENCE APP;** your banner ad can be linked to your exhibitor information, external website, or custom overlay screen
- ✓ **SOCIAL MEDIA POST;** promote your company to the followers of the SDMS social media account of your choice
- ✓ **SDMS.ORG WEBSITE AD;** your website ad can be linked to an external website
- ✓ Eligible to sponsor attendee breakfast or lunch (sponsor responsible for F&B)
- ✓ Company name and/or logo displayed on signage and promotional materials throughout the conference

POST-CONFERENCE BENEFITS:

- ✓ **POST-CONFERENCE REGISTRANT ROSTER** with first name, last name, mailing address, and email address
- ✓ Company name and/or logo listed in the conference wrap-up email that is distributed to up to 60,000 recipients

*Located on the edge of the Front Range, the Gaylord Rockies Resort & Convention Center offers a welcome **reprieve from the usual.***



\$7,000 SPONSORSHIP

3 UNIQUE OPPORTUNITIES



AWARDS DINNER

Your company name and/or logo will be featured on the SDMS & SDMS Foundation Awards program and throughout the event. A representative will have the opportunity to open the Awards Dinner.



NETWORKING LOUNGE

Located in the SDMS registration area, the Networking Lounge will be available to all conference participants. Your company name and/or logo will be displayed on the signage during networking/refreshment breaks.



PLENARY SESSION (THURSDAY) & KEYNOTE SPEAKER (FRIDAY)

Your company name and/or logo will be displayed during the plenary session and keynote presentation. A representative will have the opportunity to introduce the plenary and keynote speakers and place promotional materials on attendee seats.

\$7,000 SPONSORSHIP

3 UNIQUE OPPORTUNITIES

ADDITIONAL BENEFITS FOR A \$7,000 SPONSORSHIP INCLUDE:

PRE-CONFERENCE BENEFITS:

- ✓ **PRE-CONFERENCE REGISTRANT ROSTER** with first name, last name, mailing address, and email address
- ✓ Company name and/or logo listed in all targeted emails distributed up to 60,000 recipients
- ✓ Company name and/or logo listed on conference landing page

ONSITE CONFERENCE BENEFITS:

- ✓ **ONE (1) STANDARD EXHIBIT BOOTH;** includes complimentary exhibit hall badges for booth personnel
- ✓ **BANNER AD DISPLAYED IN CONFERENCE APP;** your banner ad can be linked to your exhibitor information, external website, or custom overlay screen
- ✓ **SOCIAL MEDIA RECOGNITION;** the SDMS will recognize your company to the followers of the SDMS Facebook page
- ✓ Eligible to sponsor attendee breakfast or lunch (sponsor responsible for F&B)
- ✓ Company name and/or logo displayed on signage and promotional materials throughout the conference

POST-CONFERENCE BENEFITS:

- ✓ Company name and/or logo listed in the conference wrap-up email that is distributed to 25,000+ members

\$5,000 SPONSORSHIP

5 UNIQUE OPPORTUNITIES

Your company name and/or logo will be displayed in the conference app, during breaks in the session room, and on the schedule signage outside the sessions room.

CHOOSE FROM THE FOLLOWING EDUCATIONAL TRACKS:



ABDOMINAL+



CARDIAC



**EDUCATOR &
STUDENT**



OB/GYN



VASCULAR

**ADDITIONAL BENEFITS
FOR A \$5,000 SPONSORSHIP INCLUDE:**

PRE-CONFERENCE BENEFITS:

- ✓ **PRE-CONFERENCE REGISTRANT ROSTER** with first name, last name, mailing address, and email address
- ✓ Company name and/or logo listed in all targeted emails that are distributed to up to 60,000 recipients
- ✓ Company name and/or logo listed on conference landing page

ONSITE CONFERENCE BENEFITS:

- ✓ **\$1,250 DISCOUNT TOWARDS BOOTH PURCHASE;** includes complimentary exhibit hall badges for booth personnel
- ✓ **BANNER AD DISPLAYED IN CONFERENCE APP;** your banner ad can be linked to your exhibitor information, external website, or custom overlay screen
- ✓ **SOCIAL MEDIA RECOGNITION;** the SDMS will recognize your company to the followers of the SDMS Facebook page
- ✓ Eligible to sponsor attendee breakfast or lunch (sponsor responsible for F&B)
- ✓ Company name and/or logo displayed on signage and promotional materials throughout the conference

POST-CONFERENCE BENEFITS:

- ✓ Company name and/or logo listed in conference wrap-up email that is distributed to 25,000+ members

ADVERTISING OPPORTUNITIES



TOTEBAG INSERT (\$1,500):

Supply a promotional item for the conference participant's totebags. Promotional items such as hand sanitizer, stress balls, etc. are popular with conference attendees and are highly encouraged over paper flyers.



MAILING LISTS:

The pre- and post-conference mailing lists allow you to contact potential customers before the conference to direct traffic to your booth and after the conference for follow-up opportunities.

PRE- AND POST-CONFERENCE MAILING LIST (\$350)

PRE-CONFERENCE MAILING LIST (\$200)

POST-CONFERENCE MAILING LIST (\$200)



BANNER AD (\$500):

Promote your company through the conference app and drive foot traffic directly to your booth. Your banner ad can be linked to your exhibitor information, external website, or custom overlay screen.



CONFERENCE APP ALERT (\$400):

Promote your company through real-time notifications to attendees through the conference app. Multiple opportunities are available Wednesday – Saturday.



SOCIAL MEDIA POST (\$400):

Promote your company to the followers of the SDMS social media account of your choice. Drive conference attendees to your booth and provide information to other SDMS followers.



***"Superb content** plus
fun and interesting
extracurricular activities."*

EXHIBIT BOOTHS



PREFERRED:
\$2,750



STANDARD:
\$2,500

BOOTH SPECS & BENEFITS

- ✓ Each booth is 10 x 10
- ✓ 35,000 square feet of exhibit hall space
- ✓ Complimentary Exhibitor Hall badges for all exhibit booth personnel
- ✓ Exhibitor Reception (Thursday evening)
- ✓ Complimentary entry to the Saturday Night Event
- ✓ Exhibit booths will be available for purchase beginning June 15, 2021 through the SDMS Exhibitor Management System.

EXHIBITOR SCHEDULE

WEDNESDAY, OCTOBER 13

- Exhibit Hall Early Setup*: 1:00 pm – 4:00 pm
**Pre-approval by the SDMS and Freeman Event Management required.*

THURSDAY, OCTOBER 14

- Exhibit Hall Setup: 8:00 am – 3:00 pm
- Exhibitor Refreshments: 4:30 pm – 5:30 pm
- Exhibit Hall Grand Opening: 5:30 pm – 7:30 pm

FRIDAY, OCTOBER 15

- Exhibit Hall Hours: 10:00 am – 4:00 pm
- Lunch in the Exhibit Hall: 11:20 am – 1:20 pm
- SDMS and SDMS Foundation Awards Dinner*: 7:00 pm – 9:00 pm
**Tickets available for purchase. Medal Level Supporters receive complimentary tickets*

SATURDAY, OCTOBER 16

- Exhibit Hall Hours: 10:00 am – 4:00 pm
- Lunch in the Exhibit Hall: 12:10 pm – 2:10 pm
- Exhibit Hall Dismantle: 4:00 pm – 9:00 pm
- Saturday Night Event: 7:00 pm – 9:00 pm

*“Meeting true innovators in the field was
an unforgettable highlight.”*



SOCIETY OF DIAGNOSTIC MEDICAL SONOGRAPHY FOUNDATION

The mission of the Society of Diagnostic Medical Sonography (SDMS) Foundation is to provide educational and scientific research support to the medical community and general public, relating to diagnostic medical sonography. The SDMS Foundation fosters professional learning and excellence by working to improve the field of diagnostic medical sonography. The SDMS Foundation is a 501(c)(3) charitable, nonprofit organization.



\$2,000 EDUCATIONAL GRANT

- ✓ Company name listed on Grant Recipient Letter
- ✓ Company logo listed on the SDMS Foundation Corporate Donors webpage
- ✓ Banner ad in the 2021 SDMS Annual Conference app
- ✓ SDMS Foundation Donor recognition in exhibit booth



SUPPORTER INCREMENTS OF \$500

- ✓ Company name listed on targeted email campaigns distributed to up to 26,000 recipients
- ✓ Company logo listed on the SDMS Foundation Corporate Donors webpage
- ✓ SDMS Foundation Donor recognition in exhibit booth



*Thanks to a SDMS Foundation
Scholarship, I was able to
pursue a career that will
enable me to help others.*

THANK YOU!

MEDAL LEVEL SUPPORTERS

MEDAL LEVEL SUPPORTER PROGRAM:

Recognizes the generosity of the SDMS and SDMS Foundation Supporters.

MEDAL LEVEL SUPPORTER STATUS IS BASED ON PARTICIPATION IN:

- ✓ SDMS and SDMS Foundation Annual Conference advertising and sponsorship opportunities
- ✓ Journal of Diagnostic Medical Sonography (JDMS) digital and print advertising
- ✓ Donations to the SDMS Foundation's programs (Grants, Scholarships, and fundraising)

MEDAL LEVEL BENEFITS:

- ✓ Recognition at the SDMS & SDMS Foundation Awards Dinner
- ✓ Complimentary SDMS & SDMS Foundation Awards Dinner tickets. Quantity based on Medal Level Supporter status.
- ✓ SDMS Medal Level Supporter plaque presented to company at the SDMS & SDMS Foundation Awards Dinner
- ✓ Ribbons for company representatives identifying supporter level
- ✓ Recognition in the SDMS Annual Conference materials including signage
- ✓ Recognition on the SDMS website
- ✓ Recognition in the Journal of Diagnostic Medical Sonography (JDMS)
- ✓ SDMS Medal Level Supporter recognition in exhibit booth

See more at: sdms.org/about/partnership-opportunities/

2020 MEDAL LEVEL SUPPORTERS

The SDMS and SDMS Foundation wish to extend their deepest appreciation and thanks to all the organizations that generously support the Society, its members, the SDMS Foundation, and the profession.



PLATINUM LEVEL SUPPORTERS

(\$30,000 or more)

- American Registry for Diagnostic Medical Sonography (ARDMS)
- Parker Laboratories, Inc.
- Siemens Healthineers
- Unetixs Vascular, Inc.



GOLD LEVEL SUPPORTERS

(\$20,000 - \$29,999)

- Cardiovascular Credentialing International (CCI)
- Parks Medical Electronics



SILVER LEVEL SUPPORTERS

(\$10,000 - \$19,999)

- Intersocietal Accreditation Commission (IAC)
- Philips Healthcare
- Trajecsyst Corporation



BRONZE LEVEL SUPPORTERS

(\$5,000 - \$9,999)

- American Registry of Radiologic Technologists (ARRT)
- Canon Medical Systems USA
- HR Pharmaceuticals
- Mindray North America
- Samsung
- US Vascular



CONTACT:

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214-473-8057
exhibitors@sdms.org