THE FUTURE IS BIG AND BRIGHT

2017 SDMS ANNUAL CONFERENCE • DALLAS TX
OCTOBER 12-15, 2017
GENERAL INFORMATION

HOTEL
Hyatt Regency Dallas
300 Reunion Boulevard
Dallas, TX 75207
dallasregency.hyt.com
SDMS has provided a hotel block for all SDMS Annual Conference attendees and exhibitors. September 20, 2017 is the deadline to make hotel reservations and receive the SDMS discounted room rate. You must identify yourself as an SDMS Annual Conference participant to receive the SDMS room rate.

TRAVEL
Traveling to Dallas is convenient from any location. Dallas is an international hub for many major airlines and has two local airports, DFW and Love Field.

SDMS
Society of Diagnostic Medical Sonography
2745 Dallas Parkway, Suite 350
Plano, TX 75093
Phone: (800) 229-9506
sdms.org
Contact:
Melissa Ball
Learning Manager
Phone: (972) 265-0852
Email: mball@sdms.org

DECORATOR
Freeman
8801 Ambassador Row
Dallas, TX 75247
Phone: (214) 634-1463
Fax: (469) 621-5601
Email: FreemanDallasES@freemanco.com

LEAD RETRIEVAL
Bartizan Connects LLC
7 Skyline Drive, Suite 350
Hawthorne, NY 10532
Phone: (800) 899-2278

CONFERENCE APP
Access the exhibitor application, floor plan, rules & regulations, and more.
Download from your app store by searching: SDMS 2017
EXHIBITOR SCHEDULE

WEDNESDAY, OCTOBER 11TH
Exhibit Hall – Early Setup* .......... 1:00 pm – 4:00 pm
*Pre-approval by the SDMS and Freeman required.

THURSDAY, OCTOBER 12TH
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 13TH
Exhibit Hall Hours ..................... 9:00 am – 5:00 pm
Closed for Lunch 11:30 am – 12:30 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 14TH
Exhibit Hall Hours ..................... 9:00 am – 3:30 pm
Closed for Lunch 11:30 am – 12:30 pm
Exhibit Hall – Dismantle .......... 3:30 pm – 9:00 pm
Saturday Night Party ............. 8:00 pm – 11:00 pm

IMPORTANT DATES

AUGUST 1ST
- Company Descriptions and Logos Due
- Final Booth and Sponsorship Payments Due
  Applications received after August 1 must be accompanied by full payment before space will be assigned. Applications will be accepted until space is sold out.
- Last Day to Submit Written Cancellation of Exhibit Space and Receive Refund Minus $250 Cancellation Fee
- Gamification Selection Due
- Notice of Intent to Use Exhibitor Appointed Contractor (EAC) and Certificate of Insurance Due
- Submission for Approval by the SDMS for the Following:
  - Booth Prize Drawings
  - Tote Bag Inserts
  - Specialty Track/Plenary Session Marketing Material

SEPTEMBER 1ST
- Conference Registration Forms Due
- RSVP for SDMS Special Events Due
- Social Media Postings Due
- SDMS.org Website Banner Ads Due
- Conference App Alerts Due

SEPTEMBER 20TH
- Exhibitor Badge Information Due
- Hotel Registration Deadline to Receive Discounted Room Rates

OCTOBER 10TH
- Tote Bag Inserts and Promotional Items Due at Conference Site
ATTENDEE BENEFITS

Each booth is 10’ x 10’
Preferred: $2750
Standard: $2500

14 Exhibit Hall Hours over 3 days

35,000 square feet of Exhibit Hall space

2 complimentary 3-Day Conference Registrations per 10’ x 10’ booth space

2 complimentary tickets to the Saturday Night Party

Exhibitor Refreshments (Pre-Grand Opening)

Exhibit Hall Passes for all Exhibitor Personnel

EXHIBITOR BOOTH SPECS & BENEFITS

SPECIALTY TRACKS

ABDOMINAL
CARDIAC
OB/GYN
VASCULAR

4 SPECIALTY TRACKS

60+ EXHIBITORS

NETWORKING OPPORTUNITIES
ENGAGE and INTERACT

13 NETWORKING OPPORTUNITIES

1 MOTIVATIONAL KEYNOTE

100+ EDUCATIONAL SESSIONS

100+ EDUCATIONAL SESSIONS
## SPONSORSHIPS

### $15,000 SPONSORSHIP
Sponsor your choice* of:

| Exhibit Hall Grand Opening | Grand Prize | Plenary Sessions | SDMS Foundation |

With your sponsorship you will receive:
- 2 Preferred or Standard Booths
- Participant Engagement via Gamification
- Banner Ad in Conference App, Social Media Post/Recognition, and SDMS.org Website Ad
- Pre and Post Conference Mailing Lists
- Company Logo on Live Display
- Logo and Listing in Conference Materials
- Tote Bag Insert
- Eligible to Sponsor Attendee Breakfast or Lunch

### $10,000 SPONSORSHIP
Sponsor your choice* of:

| Cyber Café | WiFi | Attendee Badge Holders | Conference App |

With your sponsorship you will receive:
- 1 Preferred Booth or Standard Booth
- Participant Engagement via Gamification
- Banner Ad in Conference App, Social Media Post/Recognition, and SDMS.org Website Ad
- Pre and Post Conference Mailing Lists
- Company Logo on Live Display
- Logo and Listing in Conference Materials
- Eligible to Sponsor Attendee Breakfast or Lunch

### $7,500 SPONSORSHIP
Sponsor your choice* of:

| Abdominal Track | Cardiac Track | OB/GYN Track | Vascular Track |

| Charging Station | Entertainment Saturday Night | Selfie Station | SDMS Foundation |

With your sponsorship you will receive:
- 1 Standard Booth
- Participant Engagement via Gamification
- Banner Ad in Conference App and Social Media Recognition
- Pre or Post Conference Mailing List
- Company Logo on Live Display
- Logo and Listing in Conference Materials
- Eligible to Sponsor Attendee Breakfast or Lunch

### $5,000 SPONSORSHIP
Sponsor your choice* of:

| Breakfast Thurs | Breakfast Fri-Sun | Pens | Pre-Conference Sessions |

| Poster Competition | Networking Breaks | SDMS Foundation |

With your sponsorship you will receive:
- $1250 Discount Toward Booth Purchase
- Participant Engagement via Gamification
- Banner Ad in Conference App and Social Media Recognition
- Pre-Conference Mailing List
- Company Logo on Live Display
- Logo and Listing in Conference Materials
- Eligible to Sponsor Attendee Breakfast or Lunch

---

* SUBJECT TO AVAILABILITY
SPONSORSHIP OPTIONS

Exhibit Hall Grand Opening
Your company and/or logo will be displayed during the Exhibit Hall Grand Opening where all conference attendees are invited to meet with vendors. This event kicks off the SDMS Annual Conference.

Grand Prize
The 2017 SDMS Annual Conference Grand Prize is $3,500! The Grand Prize will be awarded to one lucky conference registrant who enters by completing his/her SDMS Treasure Hunt with all of the participating exhibitors and events.

Plenary Sessions
Your company and/or logo will be displayed during the Friday Morning Plenary Sessions (President’s Address, Keynote Speaker, and Plenary Session). A representative of your team will have the opportunity to welcome and introduce the keynote and plenary speakers. In addition, your advertising material will be distributed at the opening session.

Cyber Café
There are two Cyber Café locations available to attendees to complete their CME Log, session surveys, SDMS Treasure Hunt, or access the internet. Your company name/logo will be displayed at each station, on each computer, and on signage.

Attendee Badge Holders
Your company name and/or logo will be displayed on each attendee’s badge holder, which must be worn at all times during the conference.

Conference App
Your company name and/or logo will be displayed throughout the conference app. In addition, you receive 2 conference app alerts and banner ads for your sponsorship.

WiFi
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, and WiFi splash page. You can also select the password to access WiFi.

Tote Bags
Tote bags will be given to all conference participants. Your company name and/or logo will be printed on the outside of the bag.

Pre-Conference Sessions
Your company name and/or logo will be displayed at food serving stations and on signage during the Saturday Night Party.

Networking Breaks
The Massage Lounge will be open during exhibit hall hours to conference participants. Your company name and/or logo will be displayed at the lounge.

Posters
The Poster Competition will be open to students and sonographers to present information in research, scientific process, or through a case study. Your company name and/or logo will be displayed in the exhibit hall on all display boards and signage.

Breakfast Fri-Sun
Each attendee will receive a customized ink pen with your company name and/or logo in their conference tote bag.

Pre-Conference Sessions
Choose from abdominal, cardiovascular, OB/GYN, or vascular tracks. Your company name and/or logo will be displayed on signage outside session rooms. Your company advertisement material can be distributed at the session.

Selfie Station
Your company name and/or logo will be on the backdrop of the Selfie Station located in the SDMS Pavilion along with available props.

Charging Station
The Charging Station allows attendees to charge their devices and stay connected. Your company name and/or logo will be displayed at the stations and in conference materials.

Entertainment Saturday Night
Your company name and/or logo will be displayed during the Saturday Night Party Entertainment and on signage.

Poster Competition
The Poster Competition will be open to students and sonographers to present information in research, scientific process, or through a case study. Your company name and/or logo will be displayed in the exhibit hall on all display boards and signage.

Support the SDMS Foundation “Superstar Stampede”. See page 7 for details.
SUPPORT THE SDMS FOUNDATION

Support the 2017 SDMS Foundation Superstar Stampede by matching funds raised or making a flat donation. Your company’s support will count toward your Medal Level Supporter status, and you will be recognized as a Superstar Stampede supporter at the 2017 SDMS Annual Conference and on the SDMS Foundation website.

SUPERSTAR STAMPEDE
THE ULTIMATE CATTLE BATTLE

TEAM VASCULAR
DARYL VERNE T-BONE

TEAM ABDOMEN
SGT ABRAHAM “ABS” BRISKET

TEAM CARDIAC
ECHO EVERHEART

TEAM OB-GYN
ANNIE OB

AS A SUPERSTAR STAMPEDE SPONSOR, YOU WILL RECEIVE THE FOLLOWING BENEFITS:

$15,000 DONATION
• 2 Preferred or Standard Booths
• Participant Engagement via Gamification
• Banner Ad in Conference App, Social Media Post/Recognition, and SDMS.org Website Ad
• Pre and Post Conference Mailing Lists
• Company Logo on Live Display
• Logo and Listing in Conference Materials
• Tote Bag Insert
• Eligible to Sponsor Attendee Breakfast or Lunch

$10,000 DONATION
• 1 Preferred or Standard Booth
• Participant Engagement via Gamification
• Banner Ad in Conference App, Social Media Post/Recognition, and SDMS.org Website Ad
• Pre and Post Conference Mailing Lists
• Company Logo on Live Display
• Logo and Listing in Conference Materials
• Eligible to Sponsor Attendee Breakfast or Lunch

$7,500 DONATION
• 1 Standard Booth
• Participant Engagement via Gamification
• Banner Ad in Conference App and Social Media Recognition
• Pre or Post Conference Mailing List
• Company Logo on Live Display
• Logo and Listing in Conference Materials
• Eligible to Sponsor Attendee Breakfast or Lunch

$5,000 DONATION
• $1250 Discount Toward Booth Purchase
• Participant Engagement via Gamification
• Banner Ad in Conference App and Social Media Recognition
• Company Logo on Live Display
• Logo and Listing in Conference Materials
• Eligible to Sponsor Attendee Breakfast or Lunch
## ADVERTISING AT THE 2017 SDMS ANNUAL CONFERENCE

Advertising at the 2017 SDMS Annual Conference is an effective way to ensure that attendees are aware of your products or services before they visit the exhibit hall.

Ads must be submitted to the SDMS for approval in a High Resolution PDF File (300 dpi) no later than **September 1, 2017**.

### SPONSORED BREAKFAST:
Sponsors of the 2017 SDMS Annual Conference are eligible to host a breakfast session for conference attendees. CME credit may be provided with application fees being waived. Contact the SDMS for details.

### SPONSORED LUNCH:
Sponsors of the 2017 SDMS Annual Conference are eligible to host a lunch session for conference attendees. CME credit may be provided with application fees being waived. Contact the SDMS for details.

### TOTE BAG INSERT:
Supply an insert or promotional item in each attendee’s tote bag. Promotional items such as hand sanitizer, stress balls, or ultrasound gel are encouraged. $1,500

### MAILING LISTS:
The pre and post conference mailing list allows you to contact potential customers before the conference to direct traffic to your booth and after the conference for follow-up opportunities.

- **Pre & Post Conference Mailing List:** $350
- **Pre-Conference Mailing List:** $200
- **Post-Conference Mailing List:** $200

### BANNER AD:
Promote your company through this year’s 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. $500

### CONFERENCE APP ALERTS:
Promote your company through real time notifications to attendees through this year’s conference app. Multiple opportunities are available starting the Wednesday prior to conference.

- **Wednesday, 10/11:** $300
- **Thursday, 10/12:** $400
- **Friday, 10/13:** $400
- **Saturday, 10/14:** $400
- **Sunday, 10/15:** $300

### SOCIAL MEDIA POST:
Promote your company to all followers of the SDMS social media accounts. Drive conference attendees to your booth and provide information to other SDMS followers. $400

---

## PARTICIPANT ENGAGEMENT VIA GAMIFICATION

Conference attendees are encouraged to interact with sponsors and exhibitors on the exhibit hall floor and throughout the conference by completing challenges listed in the conference app (SDMS Treasure Hunt).

As a gamification participant, you can choose your level of interaction with attendees (e.g. must visit booth, answer trivia question, demo at booth, etc). Attendees will obtain a unique code for each challenge to earn points to be eligible for the Grand Prize Drawing of $3,500.

Participant engagement is integrated with sponsorship packages or available for individual purchase for $200.

---

### DIGITAL BUNDLES

- **Banner Ad + Social Media**
  - **$700**
- **Banner Ad + Social Media + SDMS.org Ad**
  - **$1500**

---

**CHECK OUT THE CONFERENCE APP AT EVENTMOBI.COM/SDMS2017**
MEDAL LEVEL SUPPORTER PROGRAM
Recognizes the generosity of the SDMS and SDMS Foundation Supporters.

PLATINUM
$30,000+

GOLD
$20,000 – $29,999

SILVER
$10,000 – $19,999

BRONZE
$5,000 – $9,999

MEDAL LEVEL SUPPORTER STATUS IS BASED ON PARTICIPATION IN:
• SDMS Annual Conference advertising and sponsorship opportunities
• Journal of Diagnostic Medical Sonography (JDMS) digital and print advertising
• Donations to the SDMS Foundation’s programs (Grants and Scholarships)

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)

The number of SDMS & SDMS Foundation Awards Dinner Tickets you will receive based on your Medal Level Supporter status.

<table>
<thead>
<tr>
<th>Medal Level Supporter Status</th>
<th>Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>8</td>
</tr>
<tr>
<td>Gold</td>
<td>6</td>
</tr>
<tr>
<td>Silver</td>
<td>4</td>
</tr>
<tr>
<td>Bronze</td>
<td>2</td>
</tr>
</tbody>
</table>

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

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.

2016 SDMS MEDAL LEVEL SUPPORTERS

PLATINUM SUPPORTER LEVEL ($30,000 OR MORE)
American Registry for Diagnostic Medical Sonography (ARDMS)
Parker Laboratories, Inc.

GOLD SUPPORTER LEVEL ($20,000 - $29,999)
Cardiovascular Credentialing International (CCI)
CIVCO Medical Solutions
Parks Medical Electronics, Inc.
Siemens Healthineers

SILVER SUPPORTER LEVEL ($10,000 - $19,999)
Davies Publishing, Inc.
ESP Ultrasound, Inc.
GE Healthcare
Intersocietal Accreditation Commission (IAC)
Nanosonics, Inc.
Philips Healthcare
Sheathing Technologies, Inc.
Trajecksy Corporation

BRONZE SUPPORTER LEVEL ($5,000 - $9,999)
American Registry of Radiologic Technologists (ARRT)
The Burwin Institute
Carestream Health
Ultrasound SmartBrief
Unetixs Vascular, Inc.
EXHIBIT HALL
FLOOR PLAN

Each booth is 10’ x 10’
- Preferred: $2750
- Standard: $2500
- Sold

75% of attendees influence decisions with regard to equipment and products.

92% of exhibitors gave the SDMS Staff an “A” for support.

96% of exhibitors rated their experience at the 2016 SDMS Annual Conference as good/excellent.

98% of attendees would recommend the SDMS conference to others.
The SDMS Annual Conference rules and regulations are intended to serve the best interests of the SDMS, registrants, and exhibitors. The rules and regulations apply to all exhibitors and their agents.

The exhibitor understands and agrees that the information contained in this document is an integral and binding part of the exhibit space contract. Signing the exhibit space application/contract indicates understanding and agreement to comply with all policies, rules, regulations, terms, and conditions in this document; and agreement to distribute them for proper execution by all individuals involved. This Agreement is governed by the laws of the State of Texas. If any provision of this Agreement, or its application, shall, at any time or to any extent, be invalid or unenforceable, the remainder of this Agreement shall not be affected thereby. Each other provision of this Agreement shall be valid and enforceable to the fullest extent permitted by law. Failure by the SDMS to enforce any provision does not waive any further enforcement rights.

Our goal is to make the SDMS Annual Conference the industry's best opportunity to network and market services/products. These rules and regulations ensure the success of this event for everyone.

**EXHIBITOR BADGES**

- Exhibitors must wear a badge to enter and remain in the exhibit hall. Exhibitor representatives, including models, must wear the badge at all times, including during installation and dismantling. Badges can be picked up at the Exhibitor Registration Desk on:
  
  - Wednesday, October 11  4:00 pm – 8:00 pm
  - Thursday, October 12  7:00 am – 8:00 pm
  - Friday, October 13  7:00 am – 5:30 pm
  - Saturday, October 14  7:30 am – 5:30 pm

- Exhibitors must use the SDMS Annual Conference Exhibitor website to submit their exhibitor badge request in advance. The deadline for advance submission of exhibitor badge requests is **September 20**. After **September 20**, all badge requests (either additional badges or changes to initial badge orders) must be handled onsite. Note: Exhibitor badges do not include access to events or educational sessions outside the exhibit hall. Separate registration/tickets to events and educational sessions are available for purchase if space is available.

- The SDMS offers free onsite exhibit hall badges for exhibitors only. Guests and clients may purchase exhibit hall guest passes at the SDMS Registration Desk. *Guests without passes and children are not permitted on the exhibit floor at any time.*

- Badges will be issued only in the name of the corporation/institution/company identified on the exhibit space application.

- The exhibitor is responsible for the actions of individuals wearing its badges during the entirety of the SDMS Annual Conference, including installation, exhibit hall hours, and dismantling.

**CANCELLATION/REDUCTION OF EXHIBIT SPACE AND REFUND POLICY**

- Notification of cancellation or reduction in exhibit space must be submitted in writing via mail, fax, or email. The effective date of a space cancellation or reduction is the date when written notification is received and date stamped by the SDMS.

- If written notice is received by **August 1** all monies paid by the exhibitor for exhibit space rental, less a $250 administration fee will be refunded.

- If written notice is received after **August 1**, the exhibit space rental is not refundable.

- Refunds apply only to exhibit space rental, not sponsorship, or advertising.

- It is the exhibitor’s sole responsibility to ensure that the written notice of cancellation is received by the deadline.

- At the time the SDMS receives written notification that the exhibitor is canceling space, all booth space will be released.

- Any booth in the exhibit hall that is unoccupied by **3:00 pm on October 12**, will be considered a no-show and shall be deemed to have cancelled the exhibit space contract. Any assigned booth may be re-assigned to another exhibitor. There will be no refund to the original exhibitor and no further obligation on the part of the SDMS.
PAYMENTS

• Applications submitted before **August 1** must be accompanied by at least a 50% deposit on the total cost of exhibit space requested, sponsorship, and advertising.

• If a 50% deposit is paid, the balance is due by **August 1**.

• Applications received without required deposit or payment will not be processed and will be returned.

• Applications submitted on or after **August 1** must be accompanied by full payment.

• Payments may be made by check or credit card (American Express, Discover, MasterCard, and VISA). Payment by check must be in US funds drawn on a US bank. Checks drawn on foreign banks and/or not in US funds will be returned to the exhibitor along with their application. This may delay the approval process and booth assignment. Checks must be made payable to Society of Diagnostic Medical Sonography or SDMS.

BOOTH SPECIFICATIONS

• The standard booth size is 10’ x 10’.

• Booth height is limited to 16 feet.

• Each standard booth will have an 8’ high draped background and 3’ high drape divider defining the sides of the space. The backside of an in-line booth cannot be visible.

• The exhibit hall is located in a ballroom which is carpeted.

• No exhibit may expand into the aisle. Demonstration areas should be located within the booth specifications to allow sufficient space for spectators. Aisles cannot be obstructed due to any activities within the booth.

EXHIBIT INSTALLATION

• Exhibit booth installation is available **Wednesday, October 11, 1:00 pm – 4:00 pm** (with SDMS and Freeman approval only) and **Thursday, October 12, 8:00 am – 3:00 pm**.

• All exhibits must be set up by **3:00 pm on October 12**. Exhibitors are responsible for coordinating with the official SDMS contractor, Freeman, to ensure that all booth equipment and materials are scheduled for arrival at the exhibit hall in time to be installed and ready when the exhibit hall opens.

• Guests without passes and children are not permitted on the exhibit floor at any time.

• The SDMS does not assume any responsibility for loss, theft or damage to exhibits, equipment, personal belongings, etc., during installation, exhibit hall hours, or dismantling.

• Exhibitors are liable for the actions of their booth agents, including contractors, at all times.

• The SDMS reserves the right to remove any exhibitor’s booth agents at the SDMS staff discretion at any time.

EXHIBIT DISMANTLE

• Exhibitor dismantle is available **Saturday, October 14, 3:30 pm – 9:00 pm**. Failure to remove all exhibits and equipment could result in a financial penalty.

• The official closing time of the exhibit hall is **3:30 pm on Saturday, October 14**. Early packing of equipment or dismantling of exhibits is not permitted.

• The SDMS does not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc., during the installation, exhibit hall hours, and dismantling.

• Exhibitors are liable for the actions of their booth agents, including contractors, at all times.

• Guests without passes and children are not permitted on the exhibit floor at any time.

• All shipping arrangements are the responsibility of the exhibitor. The SDMS is not responsible or liable for items not collected by a shipping company. Each exhibitor is responsible for any hotel/exhibitor management issued delivery charges.

EXHIBIT SPACE

• Distribution of any type of promotional material by exhibitors is limited to the space rented in the exhibit hall. Promotional materials are prohibited in the SDMS registration area or on cyber cafes.
• The SDMS reserves the right to prohibit or restrict and, if necessary, remove or require correction of any exhibit or materials that is unsuitable or objectionable, as determined solely by the SDMS.

• The SDMS reserves the right to change the booth floor plan and/or booth locations without prior permission of the exhibitor.

• The SDMS reserves the right to determine the eligibility of applications for exhibit space. Exhibiting at the SDMS Annual Conference does not imply the SDMS endorsement of products or services.

• The SDMS reserves the right to deny exhibit space rental to any company/organization/ institution whose activities or mission is in conflict with those of the SDMS, as determined solely by the SDMS.

• Modifying any portion of the pipe and draped portions of the booth is prohibited unless approved by the SDMS.

• All activities must take place within the exhibitor’s assigned booth area.

• Exhibitors are permitted to conduct prize drawings. All prizes must be approved by the SDMS. Requests for approval must be submitted in writing by **August 15**. Announcement of the winners shall be made at exhibitor’s booth. Public announcements will not be made in the exhibit hall. A prize sign will be available near the exhibit hall entrance for exhibitors to post winning names.

### MODELS

• Exhibitor is responsible for obtaining models for demonstration purposes. Models must wear badges at all times.

• The SDMS expects exhibitors to use prudent judgment when live models are used. Professional conduct should be observed at all times. The SDMS reserves the right to prohibit any demonstration that is deemed to be inappropriate or in poor taste, as determined solely by the SDMS. Each exhibitor using live models should have procedures in place to ensure models have physician release/permission and have procedures in place to handle incidental findings and/or medical conditions of a model.

• The use of pregnant women or minors as live models in the exhibit hall is strictly prohibited.

### SCANNING

• Live scanning of models (except pregnant women or minors) is permitted during exhibit hall hours.

• Written informed consent must be obtained from each model. Models must be familiarized with the entire process and an assessment made of the model’s understanding of their relevant medical condition, if applicable.

• The model must be aware that the scan is for teaching only and will not be used for clinical purposes.

• The identity of the model must be confidential.

• In all situations, the exhibitor agent responsible for recruiting the model must ensure that it is safe for the person to be scanned in a teaching situation and must remain responsible for their care.

### AMERICANS WITH DISABILITIES ACT (ADA)

• Exhibitors are responsible for compliance with all applicable provisions of the ADA for their booth space, including but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend the SDMS, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorney’s fees and expenses) resulting from or arising out of the exhibitor’s failure or allegations of the exhibitor’s failure to comply with the provisions of the ADA.

### EXHIBITOR SERVICE KITS

• Exhibitor Service Kits will be available online and will be emailed to the official contact listed on the application for space by Freeman, the official show contractor. Each Exhibitor Service Kit contains a complete set of forms for ordering services related to the exhibit hall including, freight schedule, forms for booth furnishings, vacuuming services, signs and accessories, electrical requirements, labor, drayage, and shipping information. Exhibitors are encouraged to take advantage of cost reductions offered for advance orders. Freeman can mail a printed copy of the Exhibitor Service Kit upon request.

### EXHIBITOR-APPOINTED CONTRACTORS (EAC)

• Exhibitors using contractors other than the official SDMS contractors for labor or other services must notify the SDMS and Freeman. A form will be included in the Exhibitor Service Kit, which is to be completed by the exhibitor and returned to the SDMS and Freeman. The exhibitor must inform the EAC of the 2017 SDMS Annual Conference Exhibitor Rules & Regulations. Exhibitors are responsible for all actions of their EAC.

• Notice of intent to use an EAC is due to the SDMS and Freeman by **August 1**.

• EAC certificates of insurance are due to the SDMS and Freeman by **August 1**.
**UNION LABOR**

- Freeman has a labor agreement with a local labor source to provide for display installation and dismantling. An exhibitor may handle their own hand-carried materials in and out of the Hyatt Regency Dallas. Any material requiring the use of equipment for delivery, i.e., dollies, forklifts, hand trucks, etc., will be handled by Freeman labor. Equipment and labor may be arranged through Freeman as outlined in the Exhibitor Service Kit. Dock space is limited at the Hyatt Regency Dallas, and is under the control and authority of Freeman during the SDMS Annual Conference.

**FREIGHT HANDLING JURISDICTION**

- Freeman will have the responsibility of receiving and handling all exhibit materials and empty crates. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. Freeman will not be responsible for any material they do not handle. Freeman will have complete control of the loading docks at all times.
- Please note that the Hyatt Regency Dallas will refuse exhibit freight arriving before the scheduled installation date of **October 11**. To ensure proper receipt and delivery of your exhibit freight for this event, please ship them as outlined in the Exhibitor Service Kit supplied by Freeman.

**INSURANCE**

- The SDMS does not provide any type of insurance coverage for the SDMS Annual Conference exhibitors or participants.
- If desired by exhibitors, insurance must be obtained at their own cost and expense.
- All property shipped by the exhibitor to and from the Hyatt Regency Dallas and the SDMS exhibit hall for installation or display is the sole responsibility of the exhibitor.
- It is recommended that the exhibitor obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury.

**LIABILITY**

- Exhibitor shall be fully responsible to pay for any and all damages to property owned by the SDMS, Freeman, and Hyatt Regency Dallas, its owners, managers, officers, or directors, agents, employees, subsidiaries, and affiliates, which result from any act or omission of exhibitor.
- Exhibitor agrees to defend, indemnify and hold harmless, the SDMS, Freeman, and Hyatt Regency Dallas, 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, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, or any part thereof.

**PHOTOGRAPHY AND VIDEO RECORDING**

- Photographs, videotaping and audio taping are prohibited during educational sessions.
- Many photographs will be taken throughout the 2017 SDMS Annual Conference by the official SDMS photographer and are used in future print and online promotional materials. By virtue of your attendance, you agree to allow the SDMS to use photographs of your agents, exhibit hall booth, products, and equipment in said promotional materials.

**SECURITY**

- The SDMS provides entrance access control during installation, exhibit hall hours, and dismantle. However, the 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.
- Booth security and protection of valuable items may require additional security at the exhibitor’s expense.

**SUBLETTING**

- Subletting or assigning any portion of the contracted exhibit space is prohibited. Exhibitors who resell or sublet space or give their badges to unauthorized persons will forfeit their exhibit space and/or future exhibit privileges.
- Featuring names or advertisements of non-exhibiting companies/institutions/organizations is prohibited. Exhibitors must show only goods manufactured and/or distributed, or services provided by them, in the regular course of business.
NON-SMOKING POLICY
• All SDMS functions are non-smoking. Smoking, including the use of e-cigarettes, is only permitted in designated hotel areas.

USE OF THE SDMS LOGO/SDMS ANNUAL CONFERENCE GRAPHICS
• The SDMS, SDMS Foundation, and the SDMS Annual Conference graphics may be used only with written permission from the SDMS.
• No endorsement by the SDMS of exhibitors’ products or services, expressed or implied is permitted.
• Exhibiting of products and services at the SDMS Annual Conference does not constitute an endorsement by the SDMS.

SALES
• Sales tax is 8.25% for all exhibitors who sell in the exhibit hall. Exhibitors who will sell items in the exhibit hall must collect/pay sales tax and must go to the following link to apply for a Texas Sales Tax Permit prior to the conference: http://www.window.state.tx.us/taxpermit/.
• Leads resulting in sales at a later date (i.e. ultrasound machines) are not subject to Texas sales tax unless the sale occurs in Texas.

POLICY ON INDUSTRY-SPONSORED SOCIAL OR EDUCATIONAL EVENTS
• No commercial/institutional social or educational events may be held beginning October 12 at 7:00 am until Sunday, October 14 at 1:00 pm without the written permission from the SDMS.
• SDMS approved sponsored breakfasts or lunches must only allow attendees who have RSVP’d for the event. No additional attendees may be permitted into the sponsored breakfasts or lunches. The sponsor must maintain a roster of all registered attendees and submit this roster upon completion of the conference if CME credits are being awarded.

APPROPRIATE CONDUCT
• Exhibitors and their agents are expected to demonstrate appropriate conduct at all times. Any Exhibitor action that interferes with, disrupts, impairs, creates an undue burden, or is deemed inappropriate or disruptive by the SDMS is subject to disciplinary action, up to and including the removal of the Exhibitor(s) and agents from exhibit hall and termination of any related privileges of the Exhibitor and agents at the conference and future conferences.
• Guests without passes & children are not permitted

CONFERENCE CANCELLATION POLICY
• It is mutually understood that in the event the 2017 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 Dallas, its owners, managers, officers, or directors, agents, employees, subsidiaries, and affiliates, for damages or compensation.
• The 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 the SDMS in connection with the SDMS Annual Conference.

Revised 12/13/2016
2017 SDMS Annual Conference

Sponsorship and Exhibit Space Application and Contract

SDMS CBI Member?  Yes  If yes, please provide SDMS #: ____________________________  No  If no, please see attached CBI application.

The information in this section will be published.

Company Name _______________________________________________________________________________________________________________
Division/Dept. _______________________________________________________________________________________________________________
Mailing Address _______________________________________________________________________________________________________________
City____________________________________________ State/Province_____________________ ZIP+4/Postal Code___________________________
Country _______________________________________ Website _______________________________________________________________________

Planning Contact
(All sponsorship and exhibit information will be emailed to the planning contact)
Name ________________________________________________________
Title __________________________________________________________
Phone_________________________________________________________
Email _________________________________________________________

Onsite Contact
(Available onsite during the conference)
Name ________________________________________________________
Title __________________________________________________________
Phone_________________________________________________________
Email _________________________________________________________

Sponsorship Opportunities - Subject to availability. First come, first serve basis.

- $15,000  Pick one:
  - Exhibit Hall Grand Opening
  - Grand Prize
  - Plenary Sessions
  - SDMS Foundation

- $10,000  Pick one:
  - Badge Holders
  - Conference App
  - Cyber Café
  - Massage Lounge
  - Saturday Night Party
  - Food & Beverage
  - Tote Bags
  - Conference WiFi
  - SDMS Foundation

- $7,500  Pick one:
  - Abdominal Track
  - Cardiac Track
  - OB/GYN Track
  - Vascular Track
  - Charging Station
  - Selfie Station
  - SDMS Foundation
  - Saturday Night
  - Party Entertainment

- $5,000  Pick one:
  - Continental Breakfast Thurs.
  - Continental Breakfast Fri-Sun
  - Networking Breaks
  - Pens
  - Poster Competition
  - SDMS Foundation
  - Pre-Conference Sessions

As a sponsor you have the opportunity to host a luncheon with CME credit (application fees will be waived). Contact for details.

Exhibit Booth Space - Subject to availability. First come, first serve basis.

Indicate your top 3 booth choices. Visit eventmobi.com/sdms2017 for the floor plan.
1st choice: Booth #________________________  2nd choice: Booth #________________________  3rd choice: Booth #________________________

Please indicate the type and quantity of exhibit space.

<table>
<thead>
<tr>
<th>Type</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preferred booth(s)</td>
<td>x</td>
<td>@ $2,750 per 10' x 10' = $________________</td>
</tr>
<tr>
<td>Standard booth(s)</td>
<td>x</td>
<td>@ $2,500 per 10' x 10' = $________________</td>
</tr>
</tbody>
</table>

Prefer not to be near these companies: ________________________________________________________
2017 Advertising  All advertisements are subject to SDMS approval.

Push Notifications  Digital Ads  Artwork:
- □ Wed 10/11  $400  □ Banner Ad  $500  High-resolution PDF File (600px by 100px)
- □ Thurs 10/12  $500  □ Social Media Post  $400
- □ Fri 10/13  $500  □ Banner Ad + Social Media Post  $700
- □ Sat 10/14  $500  □ Banner Ad + Social Media Post + SDMS.org Ad  $1,500
- □ Sun 10/15  $400  

Other Opportunities  Subject to availability.
- □ Sponsored Breakfast  Contact Us
- □ Sponsored Luncheon  Contact Us
- □ Tote Bag Insert*  $1,500
- □ Pre and Post-Conference List  $350
- □ Pre-Conference List  $200
- □ Post-Conference List  $200
- □ Participant Engagement via Gamification  $200

Special Events (in addition to complimentary tickets received based on booth selection, sponsorships, and Medal level Supporter status)
- □ Ticket(s) for Friday Night Awards Dinner  # of tickets:  ________  $75 each  $ ________
- □ Ticket(s) for Saturday Night Party  # of tickets:  ________  $50 each  $ ________
- □ Exhibit Hall Pass for clients (Thursday - Saturday)  # of tickets:  ________  $50 each  $ ________

SDMS Foundation
- □ Annual Conference Grant Sponsor  Amount:  ☐ $2,500  ☐ $5,000  ☐ $7,500
- □ Superstar Stampede Donation  Type:  ☐ Flat Donation  ☐ Matching Donation
  Amount:  ☐ $1,000  ☐ $2,500  ☐ $5,000  ☐ ________

Payment
- Sponsorship  $ ________
- Exhibit Booth Space  $ ________
- Advertising  $ ________
- Other Opportunities  $ ________
- Special Events  $ ________
- SDMS Foundation  $ ________
- CBI Membership Discount*  ($ - )__________
  (less $100 per 10' x 10' for CBI Members)
- Total Due  $ ________
  □ Full Payment or
  □ Deposit (50% of Total Due)  
  Balance Due by August 1  $ ________

Payment Method
- □ Check enclosed for $ ____________ (Payable to SDMS, drawn on US bank and payable in US funds)
  Payment by check authorizes the SDMS to process funds by electronic fund transfer (ACH).
- □ American Express  □ Discover  □ MasterCard  □ Visa
  Credit Card # ____________________________________________  Expiration Date _________ CID (3 or 4 digits) __________
  Name on Card ____________________________________________  Cardholder's Signature ______________________________
  Billing address for Credit Card Holder ____________________________
  State/Province/Country ____________________________ ZIP+4/Postal Code ____________________________

Agreement: A signature on this application indicates understanding and agreement to comply with all policies, rules, regulations and conditions in the SDMS Exhibitor Prospectus and any others issued by SDMS regarding its Annual Conference; acknowledgment of having read the rules and regulations and agreement that the 2017 SDMS Annual Conference rules and regulations are an integral and binding part of this contract. I hereby authorize the SDMS to process payment based on payment method selected below for the amount listed.

Signature of Authorized Representative ______________________ Date ____________________________
Name of Authorized Representative (Please print or type) __________________________________________

Beginning August 1, 2017 full payment for sponsorship and exhibit booth space must accompany application. The last day to submit written notice of cancellation to receive refund minus $250 fee is August 1.

Payment by check authorizes the SDMS to process funds by electronic fund transfer (ACH).

Society of Diagnostic Medical Sonography • 2745 Dallas Pkwy, Ste 350 • Plano, Texas 75093-8730 USA
Telephone: +1.214.473.8057 / 800.229.9506 • Fax: +1.214.473.8563 • Email: mball@sdms.org • eventmobi.com/sdms2017
Corporate/Business/Institution (CBI) Membership

SDMS CBI membership is available to commercial firms or businesses involved in the manufacture and sale of ultrasound equipment and/or accessories, pharmaceuticals, formal publications related to sonography or an institution involved in education and training related to sonography.

SDMS CBI membership links you to the largest sonography organization currently representing more than 27,500 sonographers in all sonography specialty areas around the world. Membership gives you access to information, professional education, government affairs advocacy, and access to your target audience in the sonography community.

CBI Member Benefits:
- Access to all SDMS member benefits including the Member’s Only area of the SDMS website
- Priority notification of SDMS Annual Conference Exhibition and Sponsorship opportunities
- A $100 discount on each 10’ x 10’ SDMS Annual Conference exhibit booth purchase
- FREE link to company’s website on SDMS website.
- FREE subscription to the Journal of Diagnostic Medical Sonography
- Access to SDMS CME credit opportunities for contact listed below. Requires birthdate, and ARDMS and/or CCI number(s)

Please Note: The person named as a ‘Contact’ will be the person to receive all communications, both written and electronic, from the SDMS. If the ‘Contact’ should change, please email the SDMS Membership Department at membership@sdms.org or call +1.214.473.8057 to update your information.

Corporate/Business/Institution Membership Application

Corporate/Business/Institution __________________________

Contact       Mr./Ms./Dr. __________________________ Last First MI Credentials __________________________

Birthdate (MM/DD/YY) __________________________ ARDMS # __________________________ CCI # __________________________

Address __________________________ __________________________ __________________________ __________________________

City __________________________ State/Province __________________________ Zip+4/Postal Code __________________________

Country (If not US) __________________________ Daytime Phone (______)________________________ ext. __________

Email (required) __________________________________________________________________________

Corporate/Business/Institution Membership Dues: $495 per year

Please indicate payment: (U.S. dollars drawn on U.S. bank)
☐ Check/Money Order ☐ OR ☐ Charge* to my: ☐ American Express ☐ Discover ☐ MasterCard ☐ VISA

To expedite your membership application, use your credit card and join online now at sdms.org/membership/join-sdms/joinorrenew

Credit Card Number __________________________ Expiration Date __________________________ CID __________________________

Cardholder’s Name __________________________ (as it appears on card)

Cardholder’s Billing Address __________________________ (Please include address, city, state/province/country, and zip+4/postal code)

By signing this application I affirm that the information contained in this application is true and accurate. I further understand that the falsification of this information is in violation of the Code of Ethics for the Profession of Diagnostic Medical Sonography and will result in the rejection of this membership application.

* I hereby authorize the SDMS to charge my credit/debit card for the amount listed. I understand that SDMS membership dues can not be transferred and are non-refundable except in the event of overpayment. A member can choose to have an overpayment applied to future membership renewals or toward the purchase of SDMS products.

Signature ____________________________

CBI17

Society of Diagnostic Medical Sonography • 2745 Dallas Pkwy, Ste 350 • Plano, Texas 75093-8730 USA
Telephone: +1.214.473.8057 / 800.229.9506 • Fax: +1.214.473.8563 • Email: mball@sdms.org • eventmobi.com/sdms2017