



**SOCIETY OF DIAGNOSTIC MEDICAL SONOGRAPHY**

2745 N Dallas Pkwy Ste 350, Plano, TX 75093-8730

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# Exhibitor Management System User Guide

## How to Purchase an Exhibit Booth

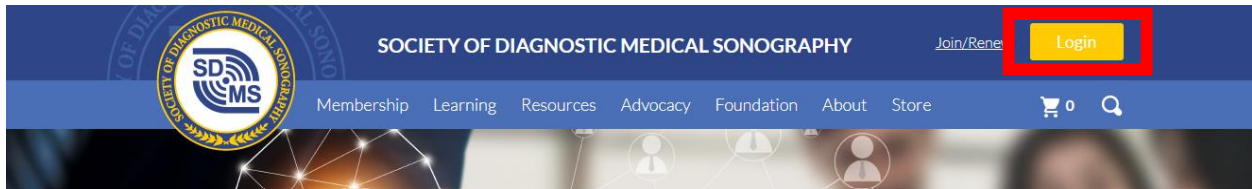
This user guide exists to guide SDMS members and non-members to successfully purchase a booth for the *SDMS Annual Conference* through the SDMS Exhibitor Management System.

## Login & Access Your Organization Profile

**NOTE: if you are already on your organization profile, skip this section and go straight to the Exhibitor Management System – Purchase Your Booth section.**

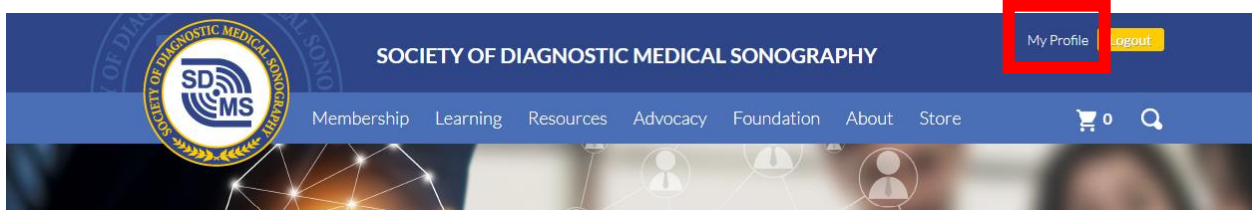
The SDMS Exhibitor Management System is available and listed on the Organization profile. As the Primary Contact or Exhibits Manager for the organization, you will have access to view/edit the organization profile. Follow these steps to access your organization profile.

### Step One: Login to SDMS.org

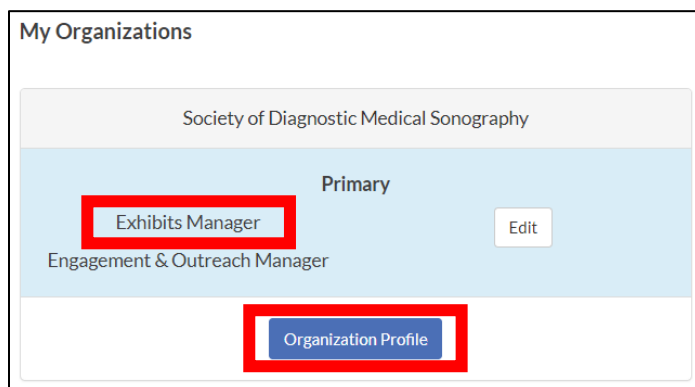


Note: if you currently do not have login credentials, contact [events@sdms.org](mailto:events@sdms.org).

### Step Two: Click “My Profile”



### Step Three: Scroll Down to Navigate to “My Organizations”



To purchase/manage exhibit booths on behalf of your organization, you will have to be listed as the **Exhibits Manager, Primary** or **Billing Contact**. If you do not have one of these options listed, please contact [events@sdms.org](mailto:events@sdms.org).

Click **Organization Profile**.

## Step Four: Update Profile & Organization Exhibits


You can update the company logo and company bio by selecting **Edit Main Profile Information**. This information can also be updated when you enter the SDMS Exhibitor Management System. Navigate to the **Organization Exhibits** tab to begin/manage your exhibit purchase.

**Organization Profile**  
Society of Diagnostic Medical Sonography

Organization Profile   Organization Staff   Organization Billing   **Organization Exhibits**

Main Profile **Edit Main Profile Information**

Society of Diagnostic Medical Sonography (SDMS)



Organization Type: SDMS Vendor   Primary Contact: Mr. Donald Eugene Kerns, JD,CAE (dkerns@sdms.org)   Website: http://www.sdms.org/

Company Bio  
The Society of Diagnostic Medical Sonography (SDMS) is a professional membership organization founded in 1970 to promote, advance, and educate its members and the medical community in the science of diagnostic medical sonography. The SDMS is the largest association of sonographers and sonography students in the world.

## Step Five: Launch Exhibitor Wizard

**Organization Exhibits**  
SDMS TEST

Select Organization: SDMS TEST

Organization Profile   Organization Staff   Organization Billing   **Organization Exhibits**

Welcome to the SDMS Exhibitor Management System  
If you need assistance please contact [exhibitors@sdms.org](mailto:exhibitors@sdms.org).

Exhibitor Quick Links

- [SDMS Exhibitor Prospectus](#)
- [Freeman Quick Facts](#)
- [Freeman Full Exhibitor Kit](#)
- [Freeman Online](#)

My Exhibits

You currently do not have any exhibit or sponsorship records. Ready to make your purchase?

**Launch Exhibitor Wizard**

## Exhibitor Wizard – Purchase Your Booth

### Step 1 of 5: Exhibitor Information

Verify your contact information for accuracy, upload/update your company logo, and add/update your company bio.


As the **Exhibits Manager** you will automatically be listed as the **Exhibitor Primary Contact**. If you are also the onsite contact, check the **Same as Primary Contact** box. Otherwise, you will need to add the individual who will be the onsite contact. If this person is already listed as a customer in the SDMS database, their information will automatically be populated, if not, you will need to create a profile for them.

Click **Next** when finished with this section.

#### Step 1 of 5: Exhibitor Information

Please verify your contact information for accuracy.

##### Exhibitor Information

<b>Directory Name</b> <input type="text" value="Society of Diagnostic Medical Sonography"/>	<b>Company Logo</b> 
<b>Address</b> <input type="text" value="2745 Dallas Pkwy Ste 350"/>	<input type="text" value="Choose file..."/> <input type="button" value="Browse"/>
<b>Phone</b> <input type="text" value="214-473-8057"/>	
<b>Website</b> <input type="text" value="http://www.sdms.org/"/>	
<b>Bio</b> <input type="text" value="The Society of Diagnostic Medical Sonography (SDMS) is a professional membership organization founded in 1970 to promote, advance, and educate its members and the medical community in the"/>	

##### Exhibitor Primary Contact

Alyssa Meek

##### Exhibitor Onsite

Same as Primary Contact

## Step 2 of 5: Sponsorship Opportunities

Select the sponsorship opportunity you are interested in. For more information on what is included with each sponsorship, click on the link to the *SDMS Annual Conference Sponsorship page*.

All sponsors can reserve a date to host a sponsored event, this option will become available once you have made your sponsorship selection. Click **Next** when finished with this section.

If you do not wish to purchase a sponsorship, click **Next**.

### Step 2 of 5: Sponsorship Opportunities

Purchase an SDMS Annual Conference sponsorship; sponsorships include complimentary or discount pricing on exhibit booths and advertising opportunities.

See the SDMS Annual Conference [Sponsor page](#) for more information on the benefits included with each sponsorship opportunity.

#### \$15,000 Sponsorship

- Exhibit Hall Food & Beverage (including lunch) - \$15,000.00 (1 Remaining)
- Grand Prize - \$15,000.00 (1 Remaining)
- Health & Safety Awareness - \$15,000.00 (1 Remaining)
- Registration (badge holders & totebags) - \$15,000.00 (1 Remaining)

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#### \$10,000 Sponsorship

- Conference App - \$10,000.00 (1 Remaining)
- Massage Lounge - \$10,000.00 (1 Remaining)
- WiFi (choose password) - \$10,000.00 (1 Remaining)

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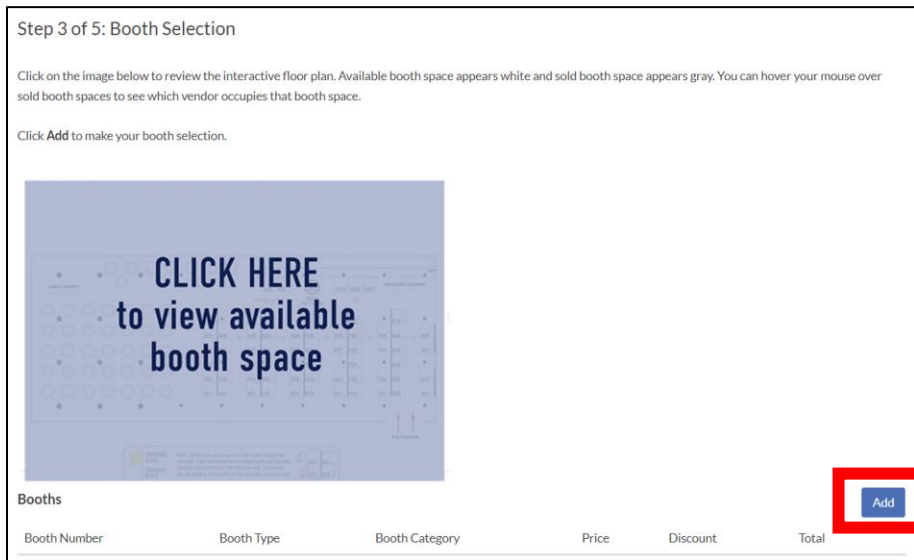
#### \$7,000 Sponsorship

- Awards Dinner - \$7,000.00 (1 Remaining)
- General Session (Thursday) & Keynote Speaker (Friday) - \$7,000.00 (1 Remaining)
- Networking Lounge - \$7,000.00 (1 Remaining)

### Step 3 of 5: Booth Selection

Click on the image to review the interactive floor plan. Available booth space appears white and sold booth space appears gray. You can hover your mouse over sold booth spaces to see which vendor occupies that booth space.

Click **Add** to make your booth selection.



Once you have clicked **Add**, select:

- **Booth Type**; select 10 x 10
- **Booth Category**; select preferred (yellow spaces) or standard (white spaces)
- **Booth Option**; select your desired booth number

Click **Save**. Continue this process until all your booth selections have been made and are listed.

*Note: if you selected a sponsorship, your booth discount will be applied once you hit save.*

Booths

Booth Type: 10 x 10

Booth Category: Preferred

Booth Option: Booth 200 - 10 x 10 Preferred (\$2,750.00)

Price: \$2,750.00

Discount: \$0.00

Total: \$2,750.00

**Cancel** **Save**

## Step 4 of 5: Advertising Opportunities

Purchase advertising opportunities you are interested in.

If you do not wish to purchase advertising, click **Next**.

*Note: if you selected a sponsorship opportunity that receives advertising benefits, please select the advertising benefit for your advertising discount(s) to be applied.*

Step 4 of 5: Advertising Opportunities

Purchase advertising opportunities at the SDMS Annual Conference.

**Totebag Insert**

Supply an insert or promotional item in the conference participants' totebags. Promotional items such as hand sanitizer, stress balls, or ultrasound gel are encouraged.

Totebag Insert - \$750.00

**Lead Retrieval System**

Increase your opportunity to connect with attendees with lead retrieval. Capture attendees contact information, take notes for follow up, and download your lead information.

Lead Retrieval System - \$500.00

**Banner Ad**

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.

Banner Ad - \$500.00

**Promotional Giveaway**

Hold a promotional giveaway at your booth to attract attendees. Choose a fun format and giveaway and the SDMS will advertise your promotional giveaway.

Promotional Giveaway - \$400.00

## Step 5 of 5: Terms and Conditions

Take the time to review the **SDMS Exhibitor Rules & Regulations**. A new browser window will open for you to view and download a copy of the rules and regulations. Agreeing to the terms and conditions serves as your company signature for your exhibit booth purchase.

Step 5 of 5: Terms and Conditions

[SDMS Exhibitor Rules & Regulations](#)

Checking the box below indicates understanding and agreement to comply with all policies, rules, regulations and conditions in the SDMS Exhibitor Prospectus and any others issued by the SDMS regarding its Annual Conference; acknowledgement of having read the rules and regulations and agreement that the 2020 SDMS Annual Conference rules and regulations are an integral and binding part of this contract. Agreement to the terms and conditions on this application also indicates I have read and understand the SDMS refund policy. I authorize the SDMS to reserve exhibit space on our behalf.

I agree to the terms and conditions.

## Order Summary

Review your order summary and make sure all items you intended to purchase are listed and any discounts received have been applied. Select your payment preference to continue.

Order Summary			
Product	Price	Discount	Total
2020 SDMS Annual Conference - Preferred Booth	\$2,750.00		\$2,750.00
			Total: \$2,750.00
Pay in full by credit card to reserve your booth immediately.		<input type="button" value="Pay by Credit Card"/>	
Make a 50% deposit by check (due upon receipt) and pay the remainder by July 31, 2020.		<input type="button" value="50% Deposit by Check"/>	
Make a 50% deposit by credit card and pay the remainder by July 31, 2020.		<input type="button" value="50% Deposit by Credit Card"/>	

Once you complete your payment preference, you will receive a confirmation email with a summary of your booth purchase and important due dates. Be sure to mark your calendar!

The email will also contain a link to **Organization Exhibits** where you will be able to manage your booth purchase, add booth personnel, and pay open invoices. The Organization Exhibits tab also contains important resources (i.e., Freeman Online, Electricity Order Form, etc.).

Reference the [EMS User Guide – How to Manage Your Exhibit Purchase](#) for additional details.